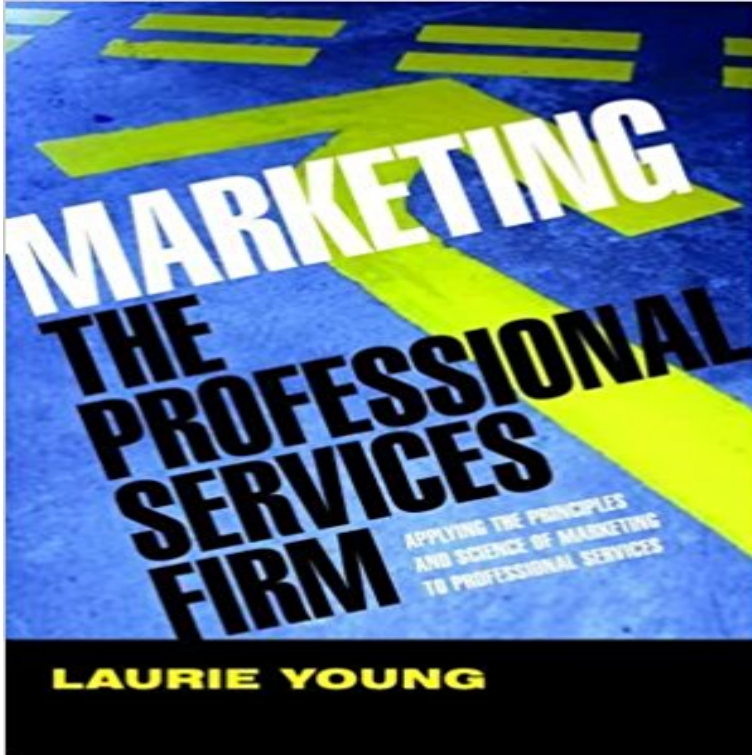


Marketing the Professional Services Firm: Applying the Principles and the Science of Marketing to the Professions



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