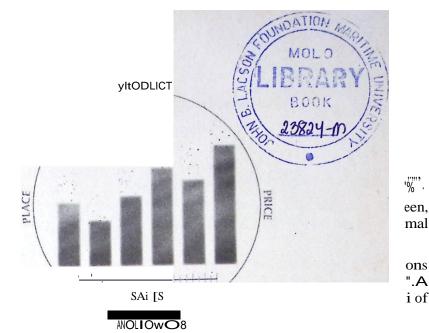




# PRINCIPLES OF MARKETING

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# PRINCIPLES OF **MARKETING**

REVISED EDITION

# Roberto Medina

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