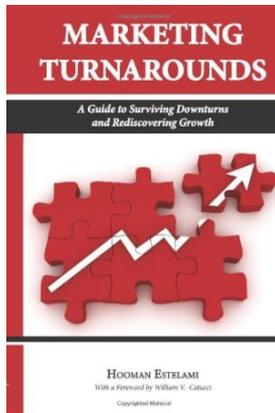


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MARKETING TURNAROUNDS: A GUIDE TO SURVIVING DOWNTURNS AND REDISCOVERING GROWTH



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