

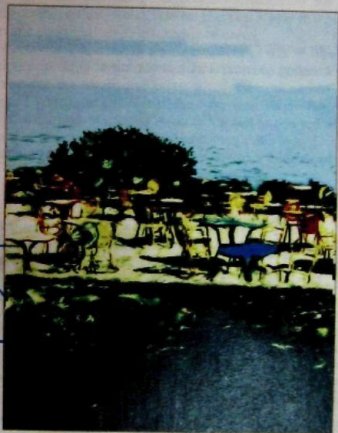
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SECOND EDITION

Marketing

Creating **Value** for Customers

GIFT OF
THE ASIA FOUNDATION
NOT FOR RE-SALE



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