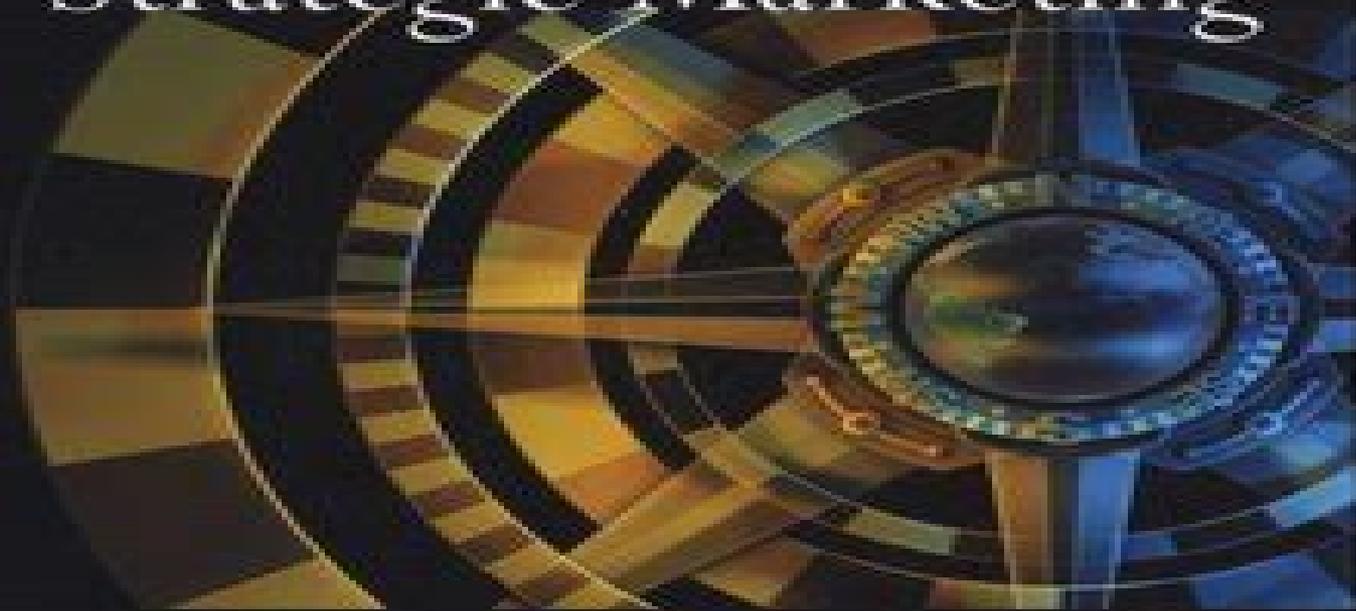


NINTH EDITION

# Strategic Marketing



David W. Crovess • Nigel S. Piercy

McGraw-Hill INTERNATIONAL EDITION



# Strategic Marketing Cravens 9th Edition

**Roman Wölfel**



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