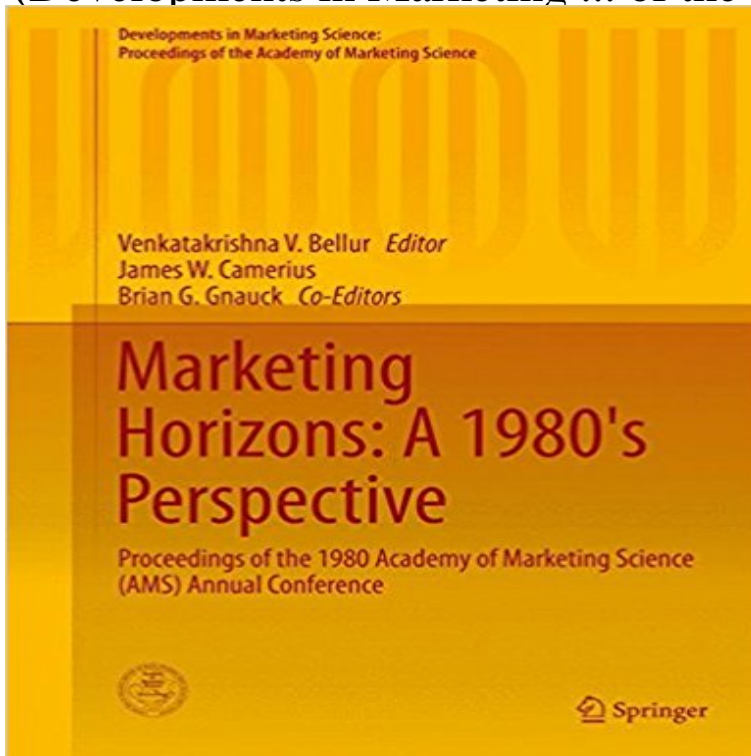


## Marketing Horizons: A 1980s Perspective: Proceedings of the 1980 Academy of Marketing Science (AMS) Annual Conference (Developments in Marketing ... of the Academy of Marketing Science)



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