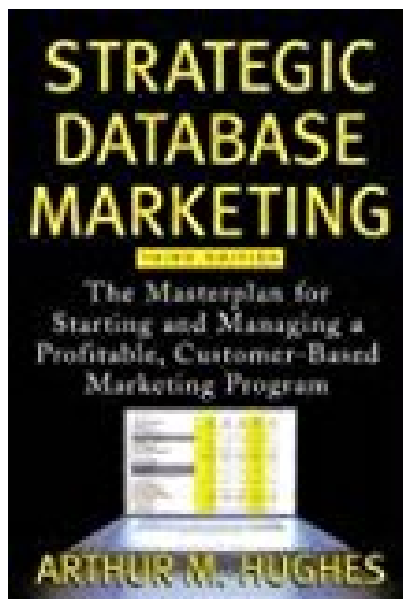


Strategic Database Marketing The Masterplan for Starting and Managing a Profitable Customer-Based Marketing Program



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