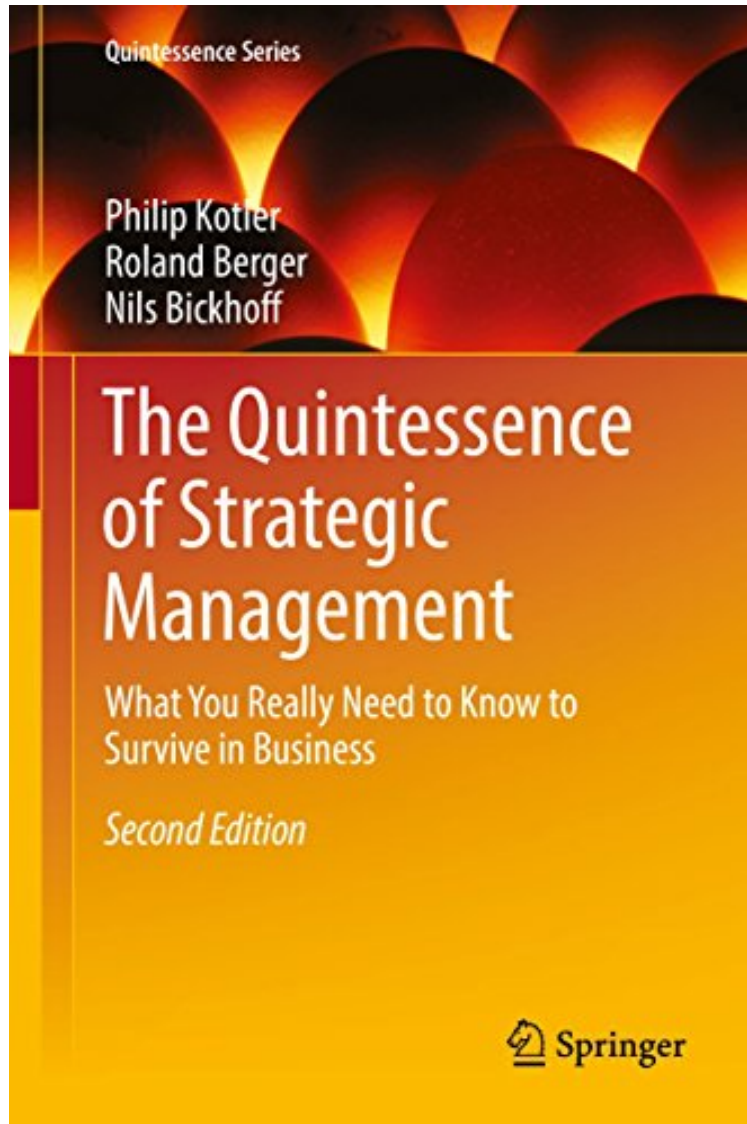


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## The Quintessence of Strategic Management: What You Really Need to Know to Survive in Business (Quintessence Series)

*Philip Kotler, Roland Berger, Nils Bickhoff*  
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