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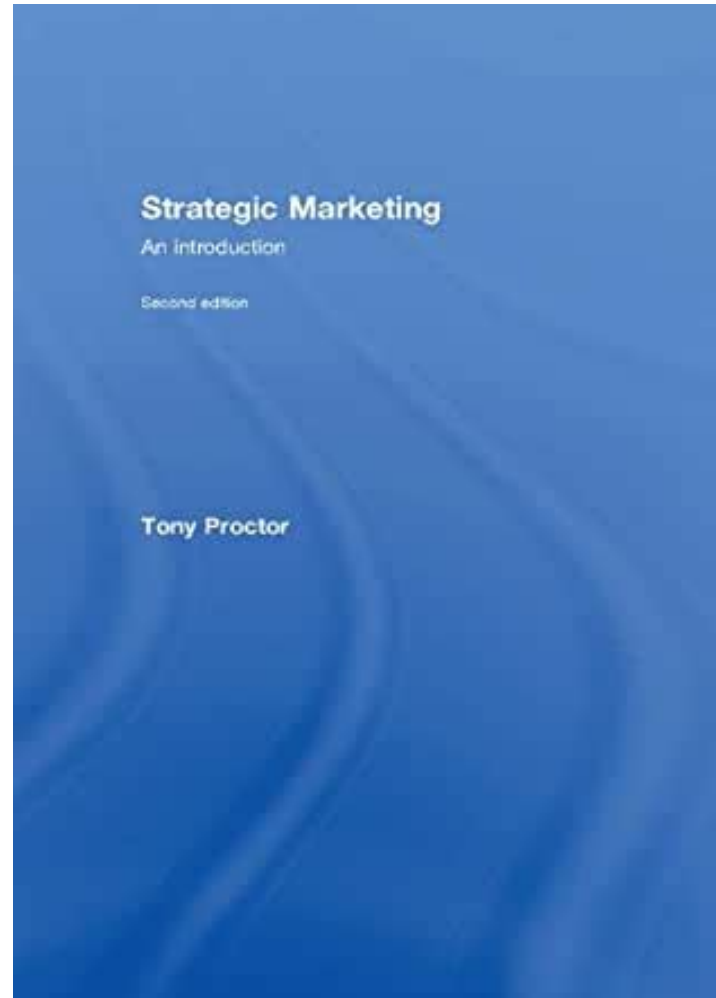


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Tony **Proctor** is Professor in **Marketing** at the University of Chester. His other publications include **Strategic Marketing** (Routledge, 2000), **Essentials of Marketing Research**, 4th edition (Financial Times Prentice Hall, 2005) and **Creative Problem Solving for Managers**, 2nd edition (Routledge, 2005). --This text refers to the paperback edition.

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