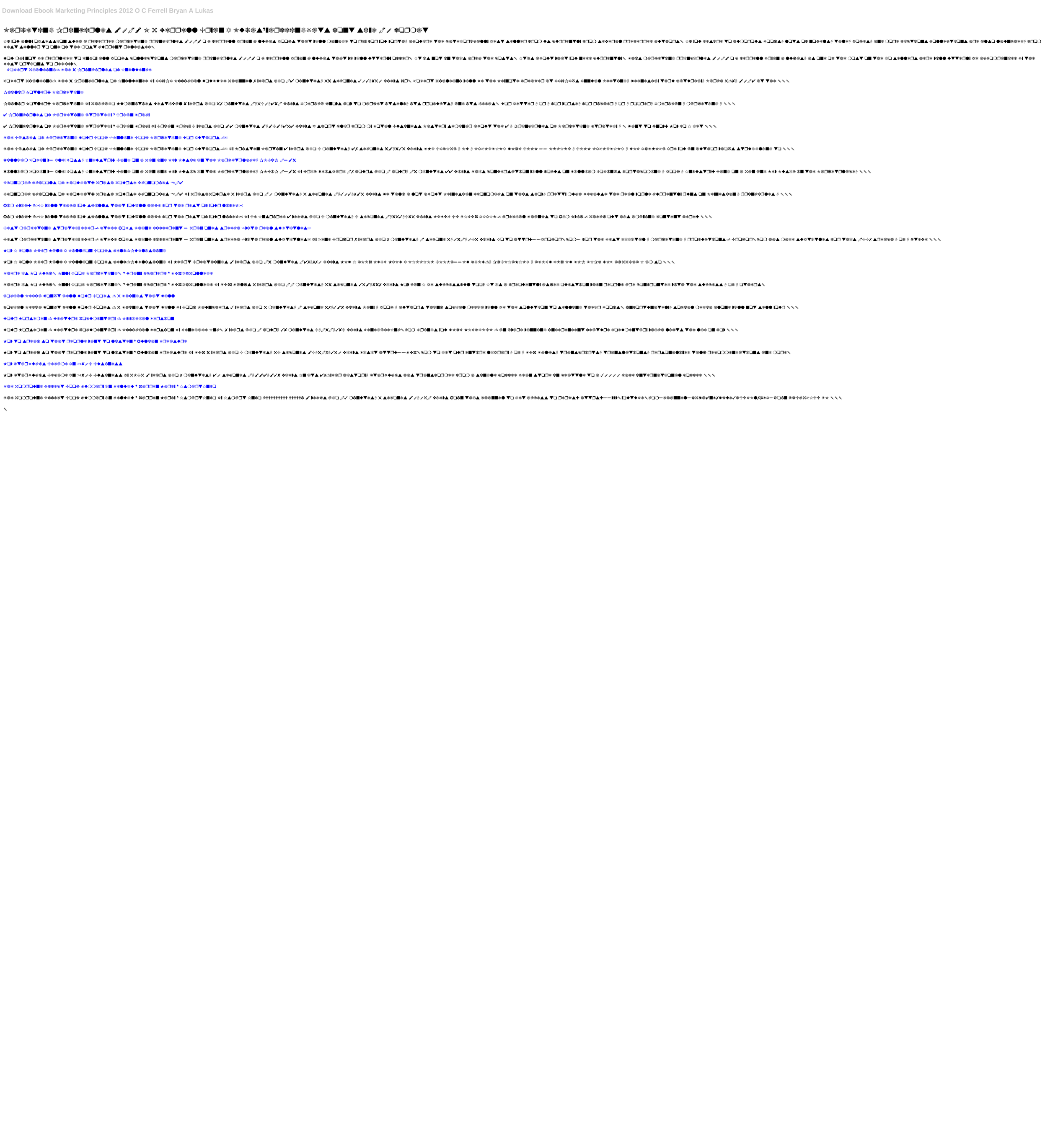Download Ebook Marketing Principles 2012 O C Ferrell Bryan A Lukas