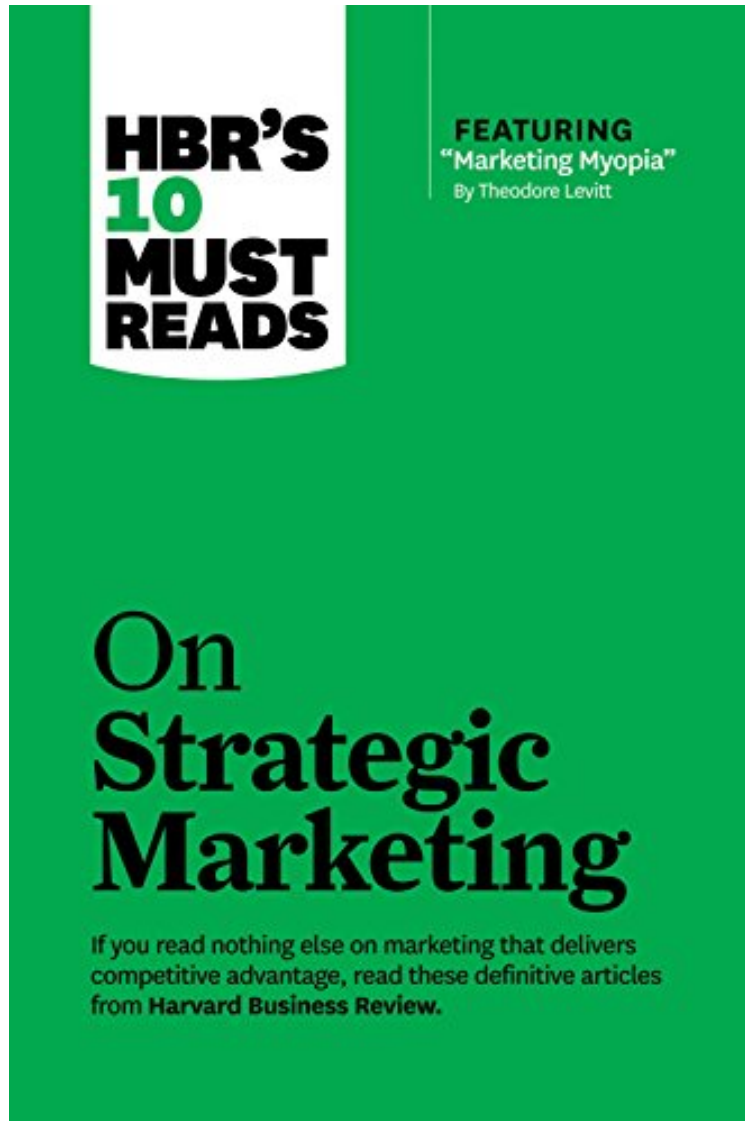


(Mobile pdf) HBR's 10 Must Reads on Strategic Marketing (with featured article "Marketing Myopia," by Theodore Levitt)

HBR's 10 Must Reads on Strategic Marketing (with featured article "Marketing Myopia," by Theodore Levitt)

Harvard Business Review, Harvard Business Review, Clayton M. Christensen, Theodore Levitt, Philip Kotler, Fred Reichheld

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