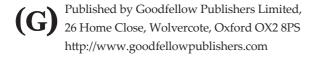
#### THE GLOBAL MANAGEMENT SERIES

# Fundamentals of Marketing

Geraldine McKay, Paul Hopkinson and Ng Lai Hong



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#### **Dedications**

To my wonderful husband, Kevin and my sons Joe and Jack, with all my love

GM

Many thanks to my family members, colleagues and friends for their support and guidance.

LH

For Nuong, John and Evie.

PH

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