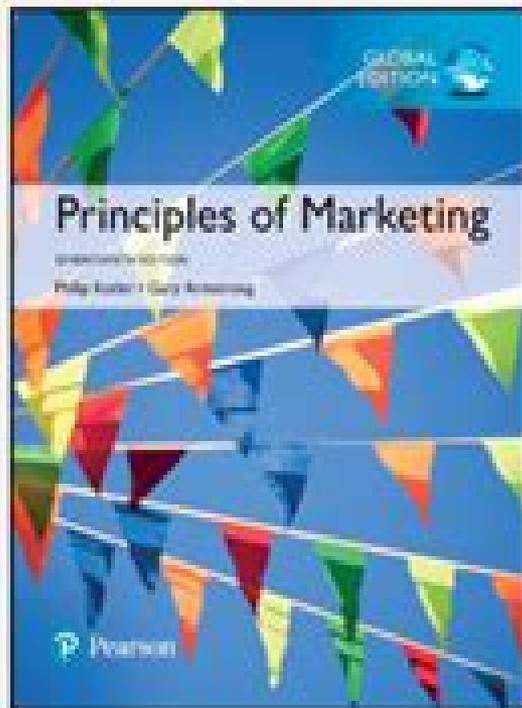




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Seventeenth Edition



Chapter 7

Customer Value-Driven Marketing Strategy: Creating Value for Target Customers

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