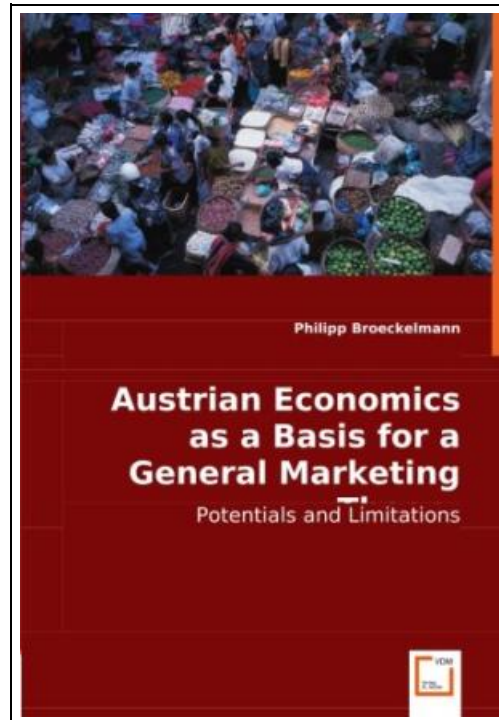


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AUSTRIAN ECONOMICS AS A BASIS FOR A GENERAL MARKETING THEORY



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