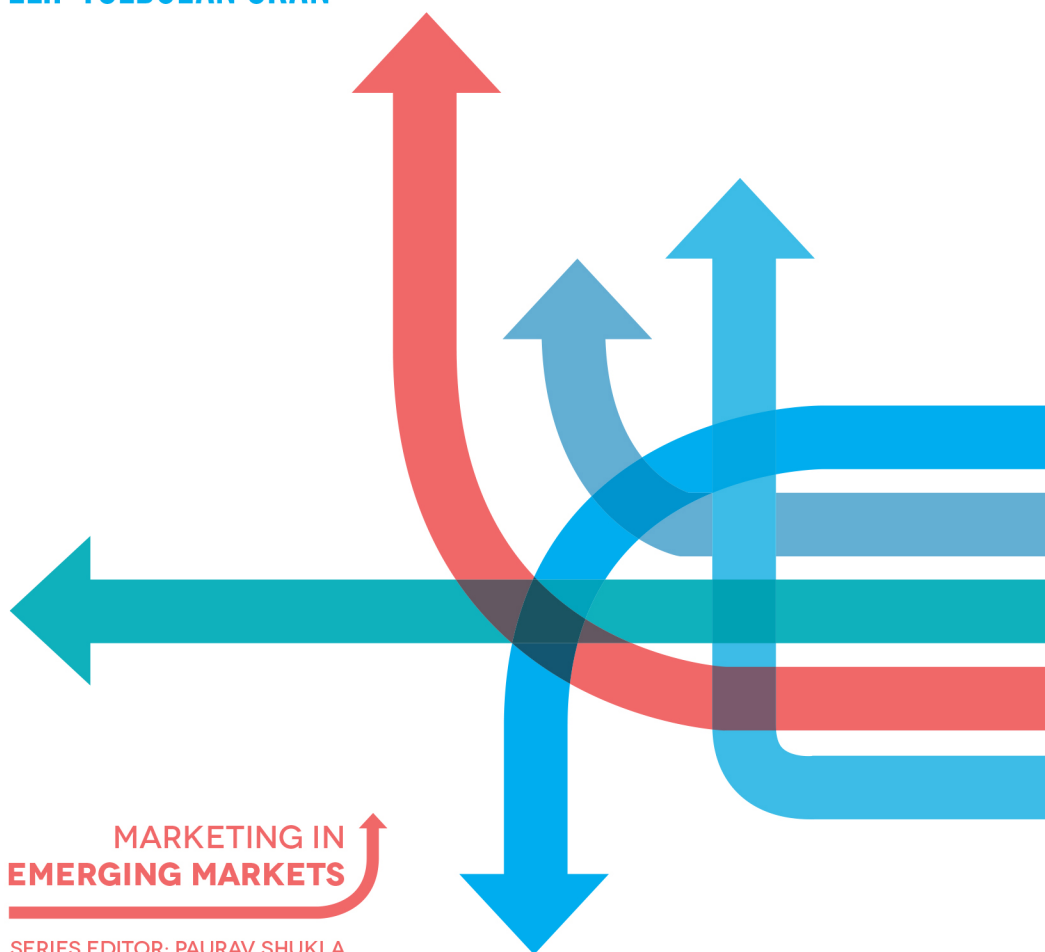


# MARKETING MANAGEMENT IN TURKEY

SELCEN OZTURKCAN  
ELIF YOLBULAN OKAN



MARKETING IN  
EMERGING MARKETS

SERIES EDITOR: PAURAV SHUKLA

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