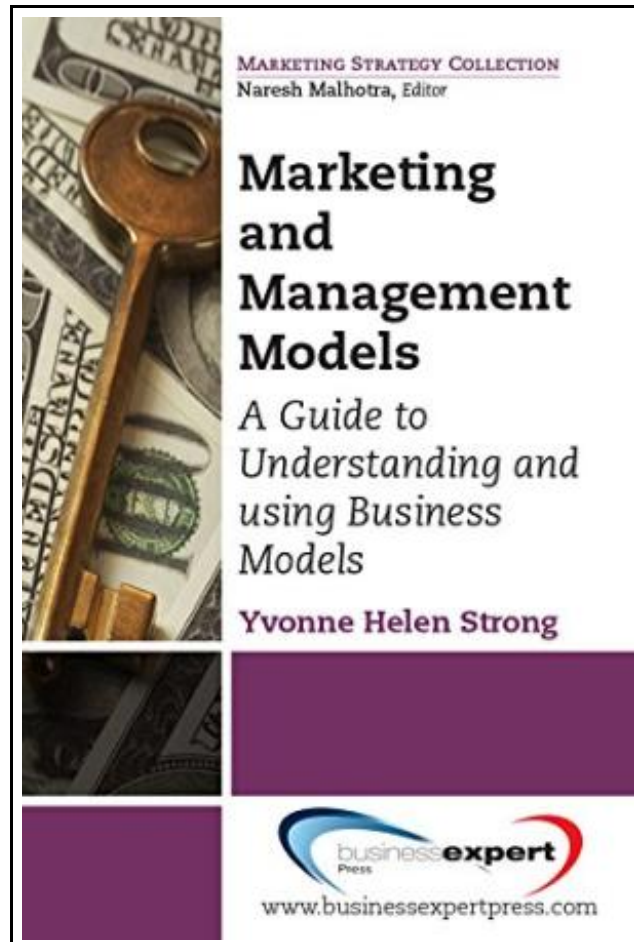


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(Matteo Johnson)

MARKETING AND MANAGEMENT MODELS: A GUIDE TO UNDERSTANDING AND USING BUSINESS MODELS (PAPERBACK)



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