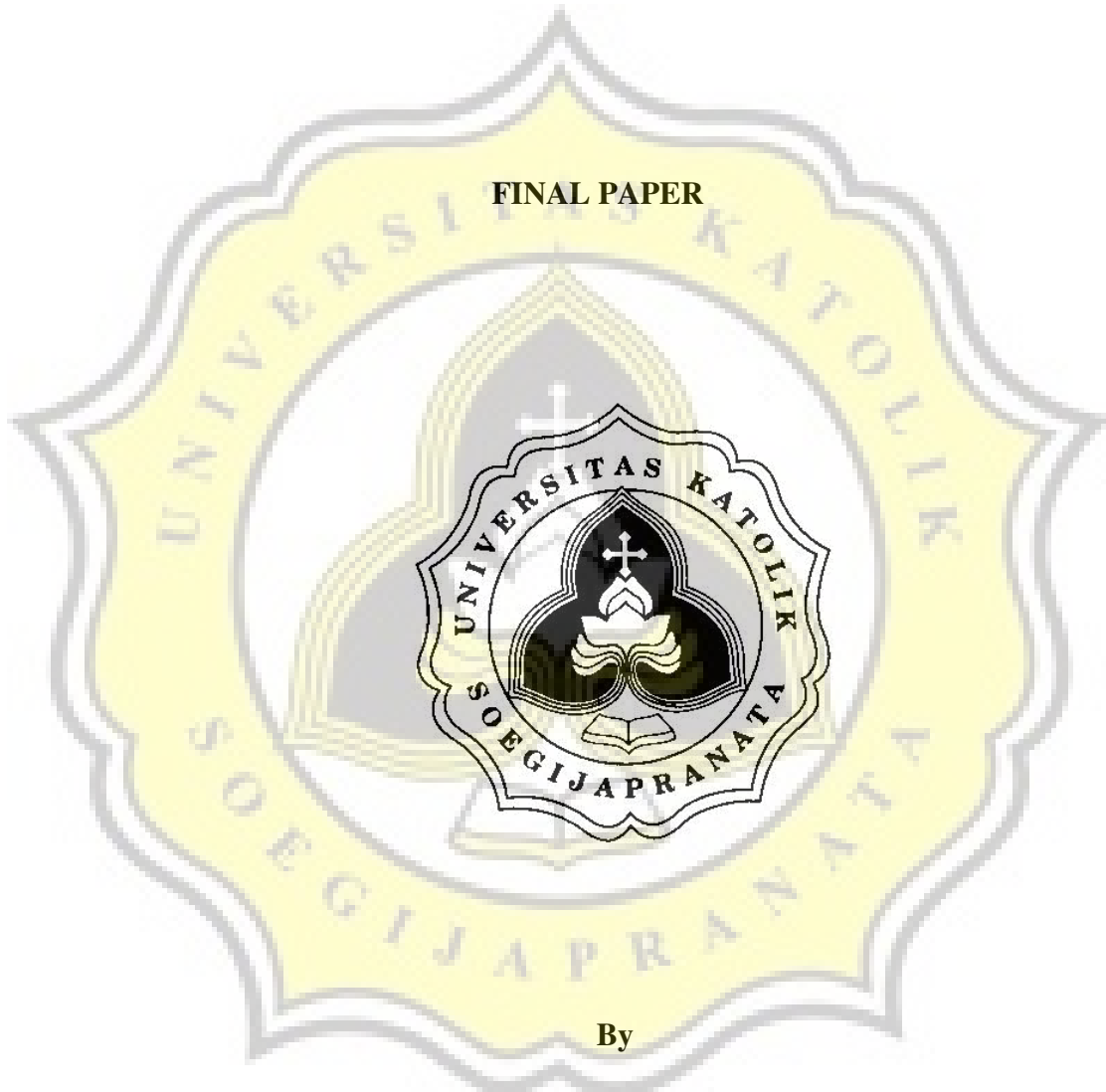


**THE ROLE OF PROMOTION STRATEGY TOWARD CUSTOMER
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FINAL PAPER



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