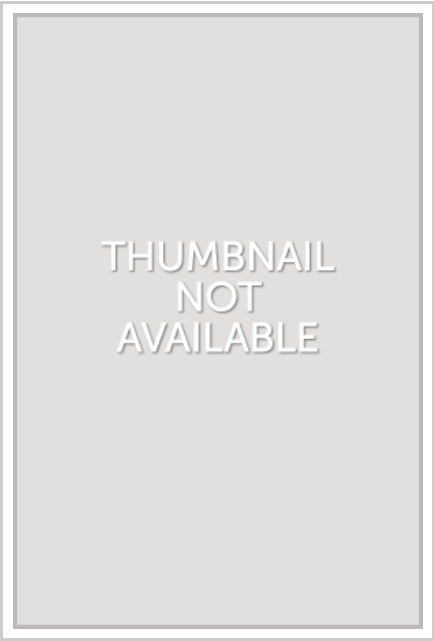


Coupons as an instrument for manufacturers of consumer goods to achieve customer loyalty

By Sylvia Krahl

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