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### **Dr. art weinstein | professor of marketing**

Art Weinstein is Professor and Chair of Defining Your Market: Winning Strategies for High-Tech, and Service Firms Haworth Press, 1998 . Market

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[23, 24], newsletters [5, 14, 20], on-line resources Defining your market: winning strategies for high-tech, industrial, and service firms. New York: Haworth

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