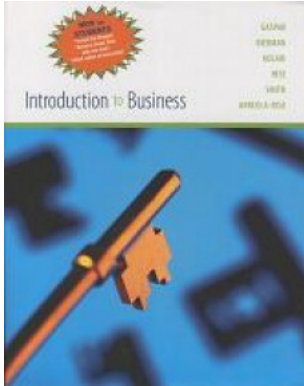


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**Sinopsis**

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The purpose of this book is to introduce students to these principles -the art and science of managing a business- and in the hope that they may develop a succesful business career.