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citation: james v. dupree, (1999) "ice to the eskimos:: how to market a product nobody wants", journal of consumer marketing, vol. 16 issue: 1, pp.99-101, doi: 10 ...

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citation: lynn r. kahle, (1999) "ice to the eskimos: how to market a product nobody wants", european journal of marketing, vol. 33 iss: 3/4, pp.419 - 421

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