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Judul:

The aspirin wars : money, medicine, and 100 years of rampant competition

Pengarang/Penulis:

Mann, Charles C., author

Subjek:

Bayer (Firm) ; Asprin -- Marketing -- History; Pharmaceutical industry -
- History

Nomor Panggil:

381 MAN a (1)

Penerbitan:

Harvard Business School Press

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