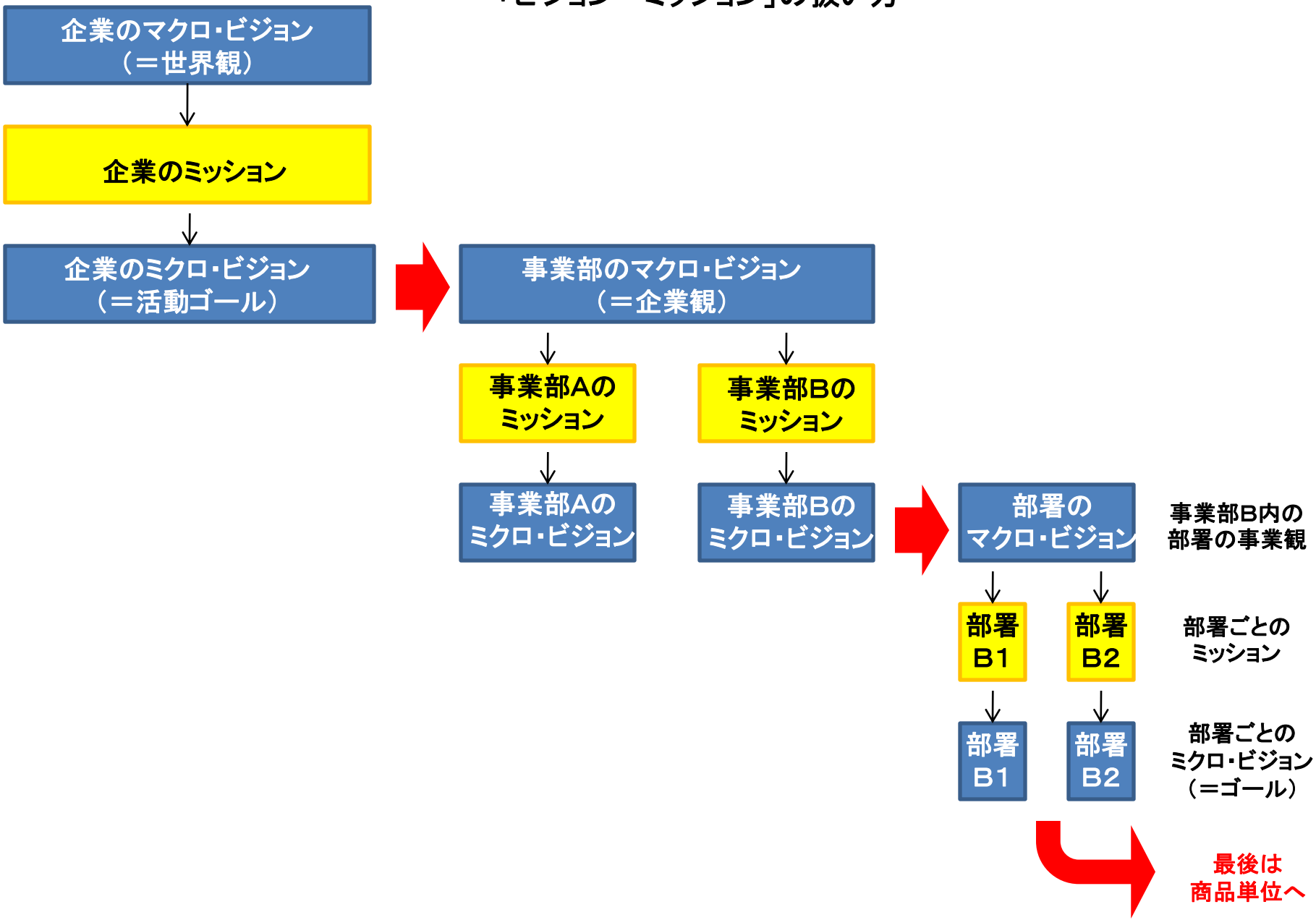
マーケティング業務における「ビジョン―ミッション」の扱い方



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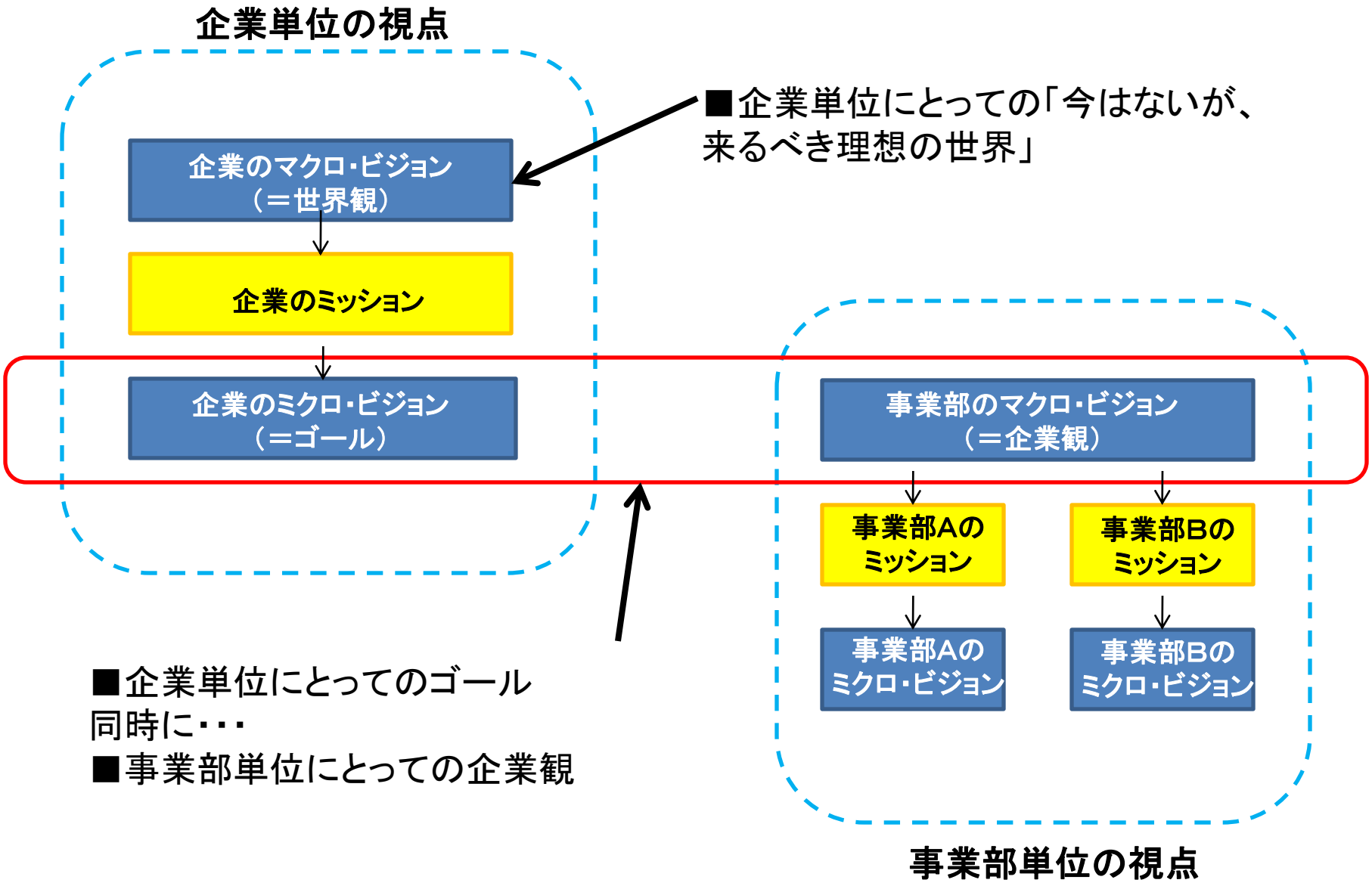

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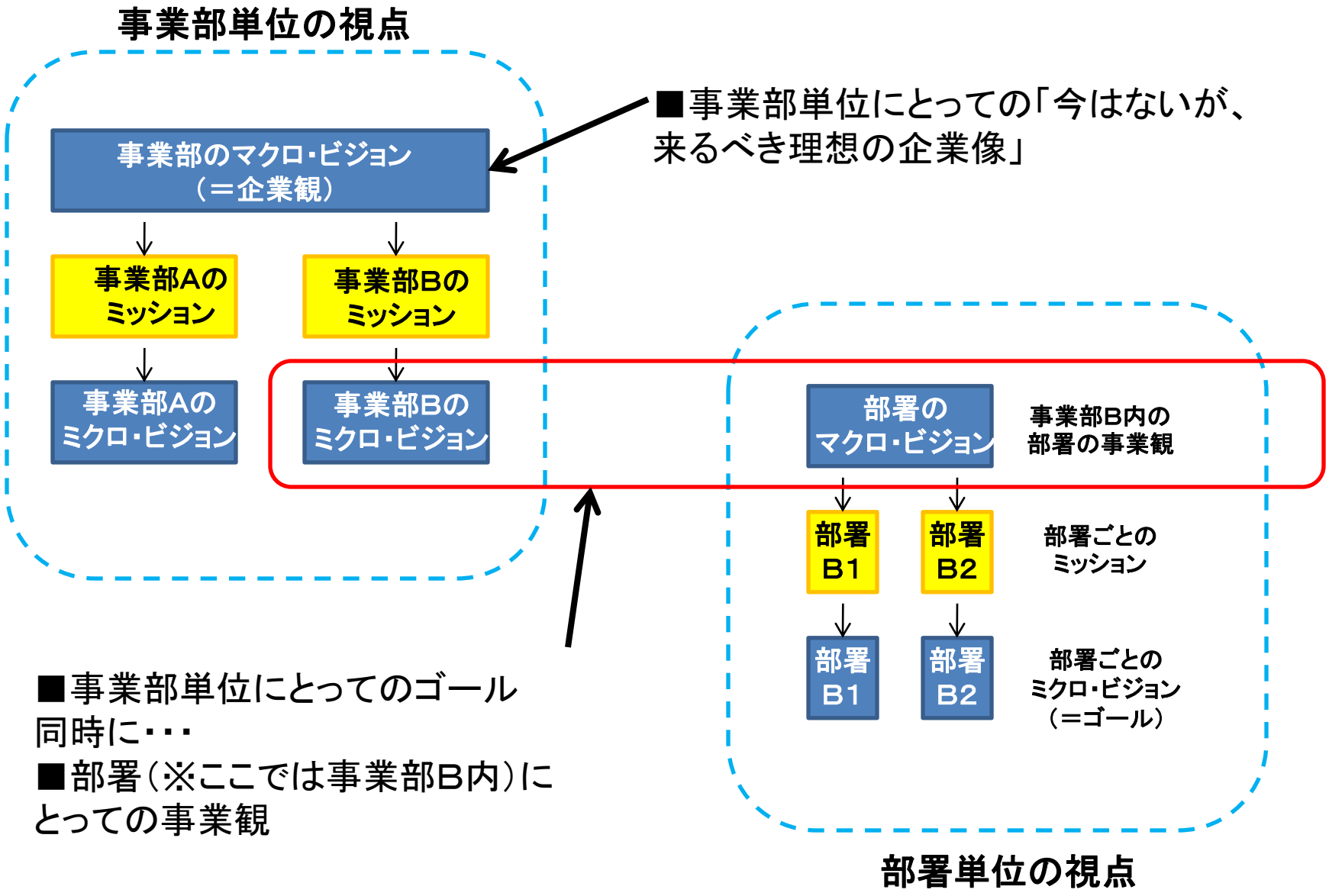

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