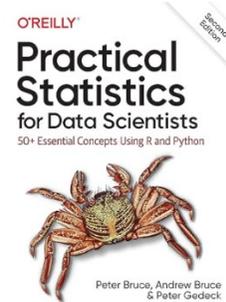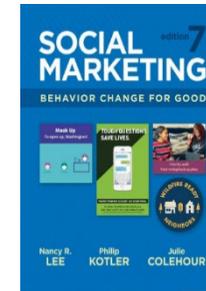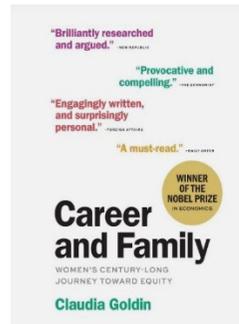**Pensar la tecnología** /
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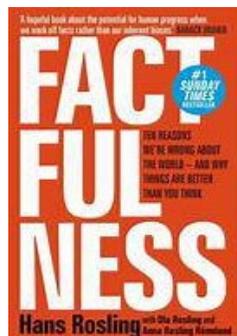*Peter Bruce, Andrew Bruce and Peter Gedeck*

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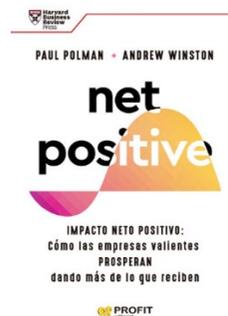*Nancy R. Lee and Philip Kotler*

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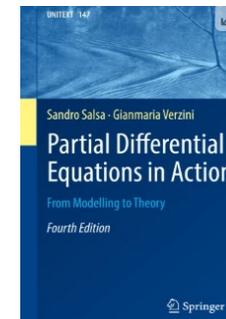
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