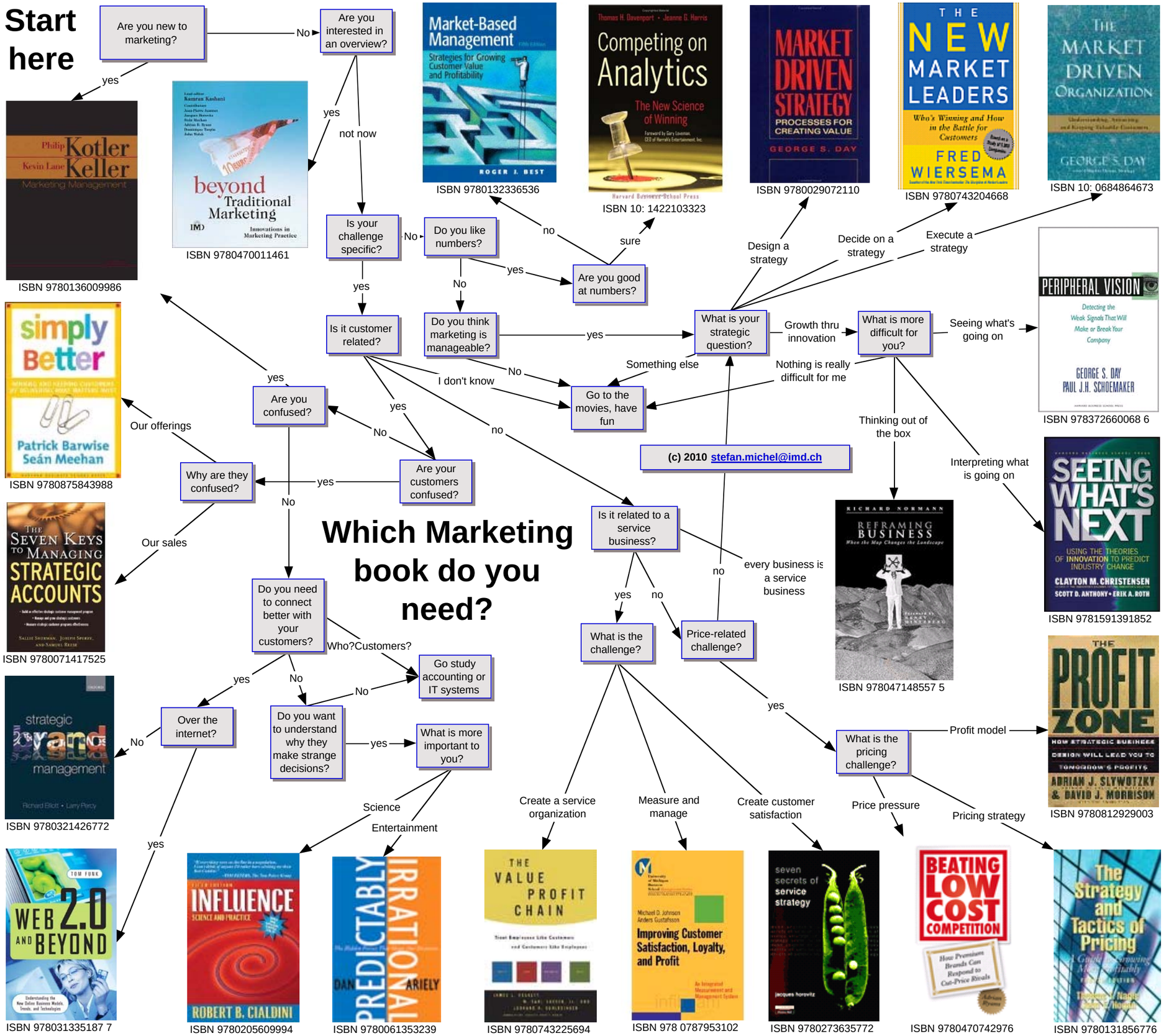Which Marketing book do you need?