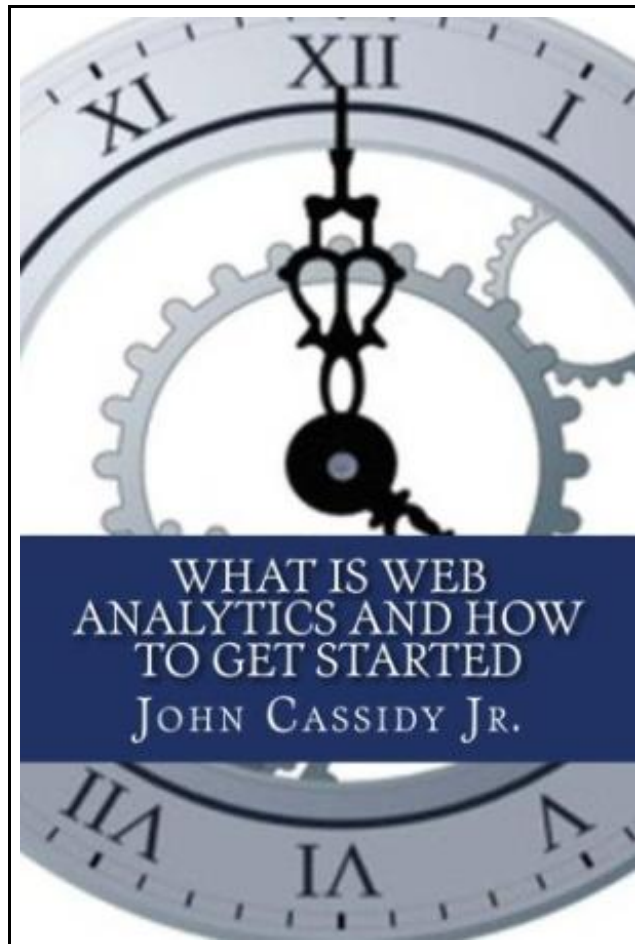# What Is Web Analytics and How to Get Started: An Introduction to the Web Analytics Process (Paperback)

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