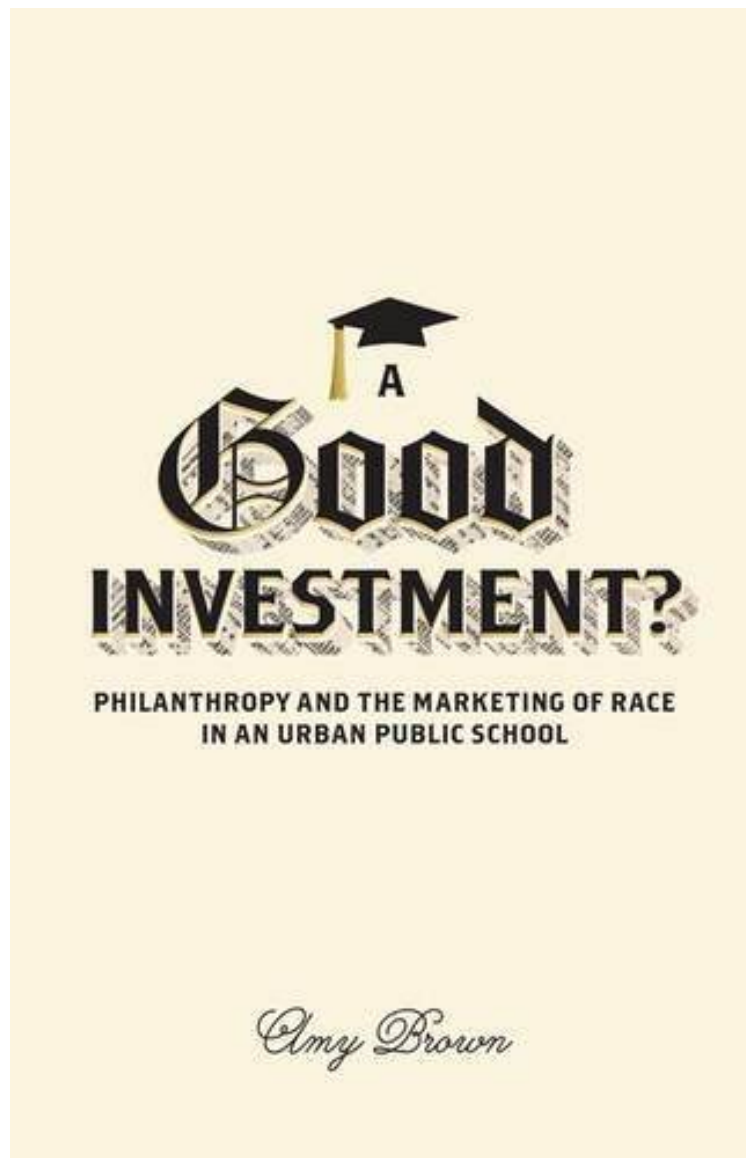


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# A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School

By Amy Brown

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richard marvin quot;dickquot; devos jr born october 21 1955 is an american entrepreneur businessman and author from michigan the son of amway co kash rangan is the malcolm p mcnaair professor of marketing at the harvard business school formerly the chairman of the marketing department 1998 2002 he is now A Good Investment?: Philanthropy and the Marketing of Race in an Urban Public School:

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