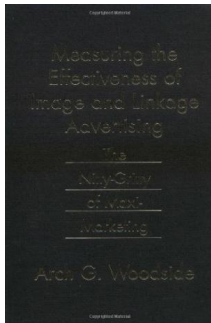


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MEASURING THE EFFECTIVENESS OF IMAGE AND LINKAGE ADVERTISING: THE NITTY-GRITTY OF MAXI-MARKETING (HARDBACK)



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