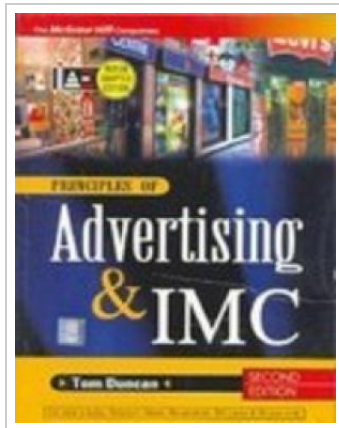




Principles of Advertising and IMC, Second Edition (SIE)

By Tom Duncan

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