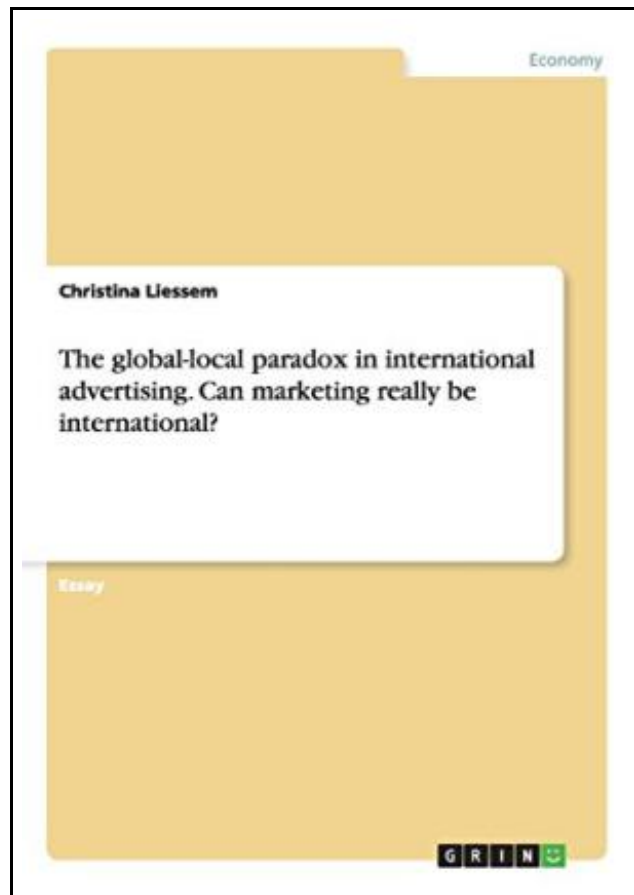


## The global-local paradox in international advertising. Can marketing really be international?



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