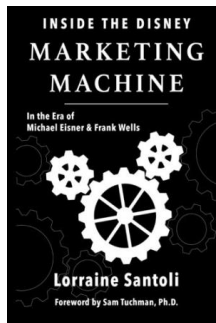


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## INSIDE THE DISNEY MARKETING MACHINE: IN THE ERA OF MICHAEL EISNER AND FRANK WELLS



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