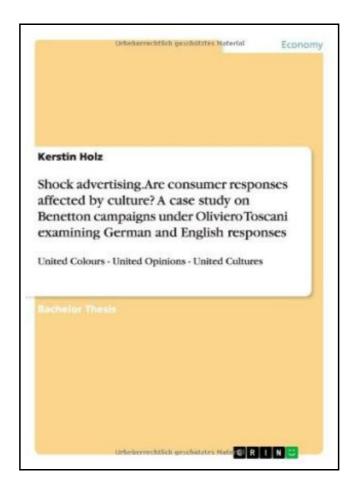
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SHOCK ADVERTISING. ARE CONSUMER RESPONSES AFFECTED BY CULTURE A CASE STUDY ON BENETTON CAMPAIGNS UNDER OLIVIERO TOSCANI EXAMINING GERMAN AND ENGLISH RESPONSES



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