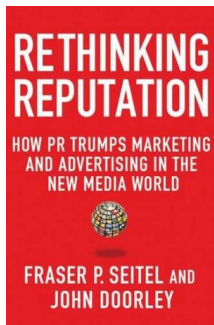


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RETHINKING REPUTATION: HOW PR TRUMPS MARKETING AND ADVERTISING IN THE NEW MEDIA WORLD



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