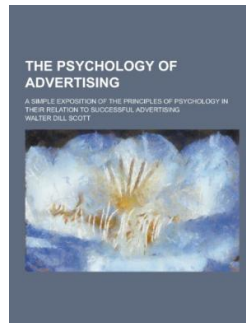


## The Psychology of Advertising A Simple Exposition of the Principles of Psychology in Their Relation to Successful Advertising



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