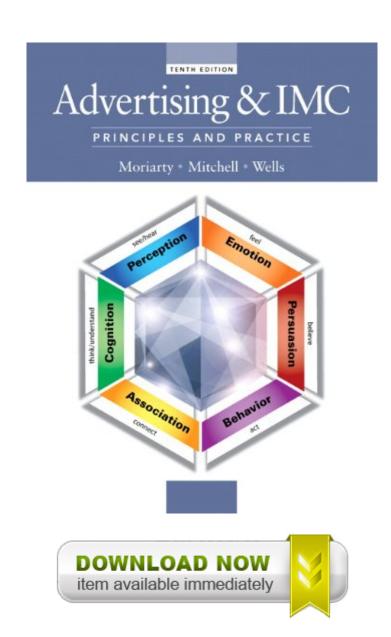
## Advertising & IMC: Principles and Practice, 10th Edition by Sandra Moriarty, Nancy Mitchell, William Wells



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