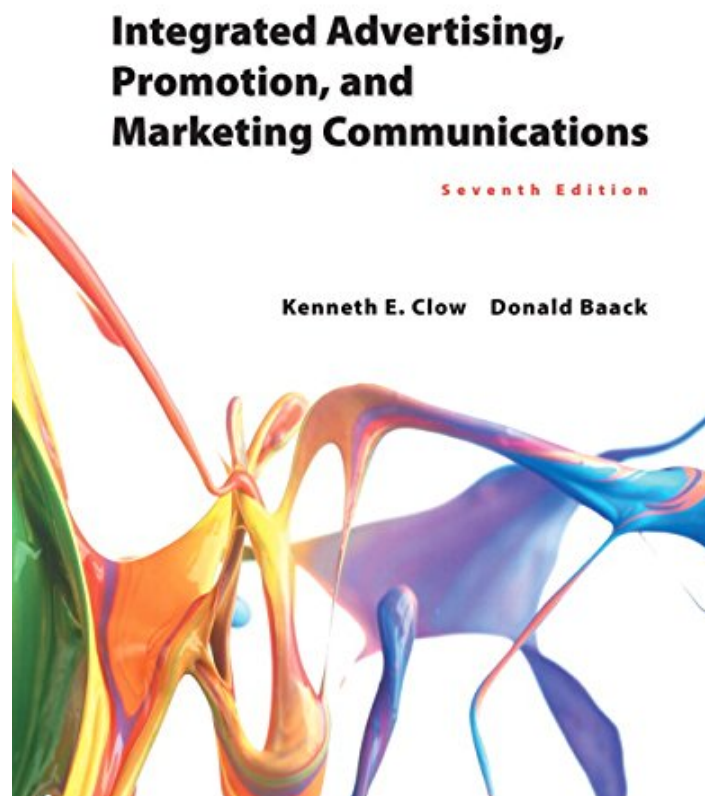


Integrated Advertising, Promotion, and Marketing Communications (7th Edition) by Kenneth E. Clow, Donald E. Baack



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