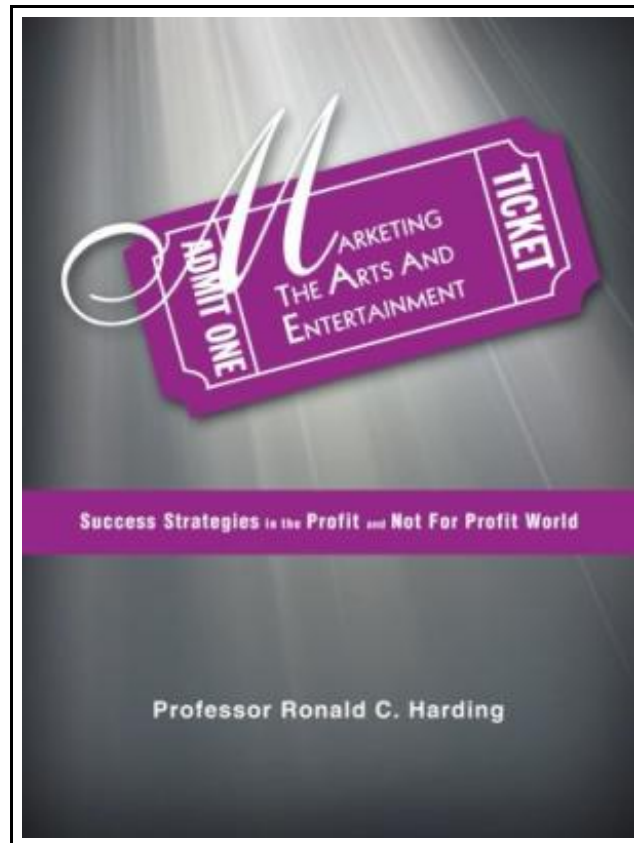


## Marketing the Arts and Entertainment: Success Strategies in the Profit and Not for Profit World



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