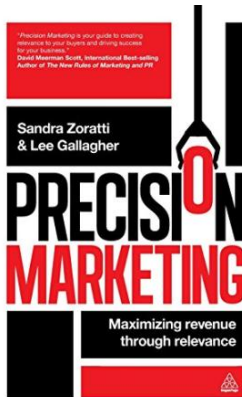


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# PRECISION MARKETING: MAXIMIZING REVENUE THROUGH RELEVANCE



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- Authored by Sandra Zoratti, Lee Gallagher
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