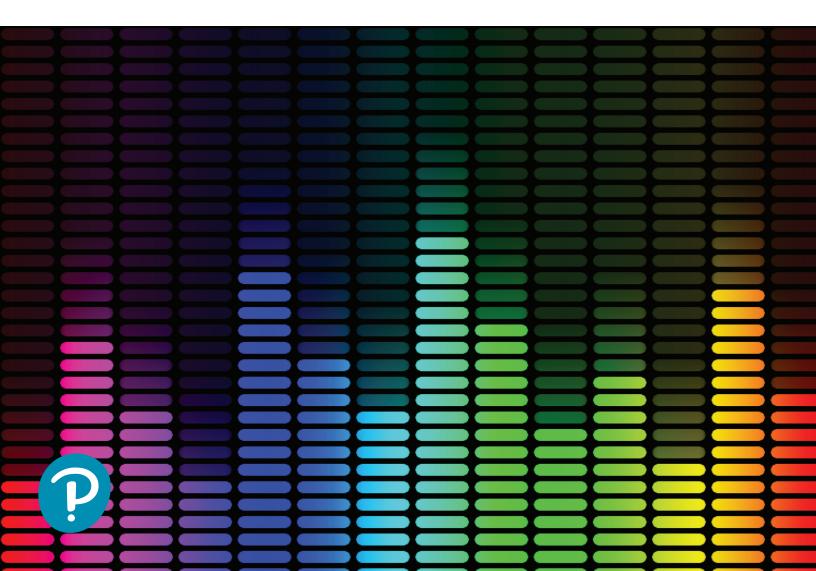


## Advertising & IMC

Principles & Practice

**ELEVENTH EDITION** 

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