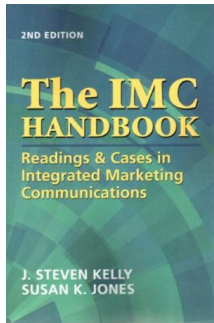


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# THE IMC HANDBOOK: READING AND CASES IN INTEGRATED MARKETING COMMUNICATIONS



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- Authored by Jones, Susan K.
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