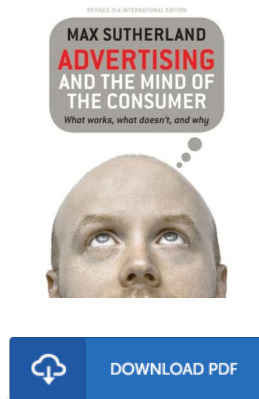


Advertising and the Mind of Consumer: What Works, What doesn't, and Why (Revised Third International Edition)



Book Review

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