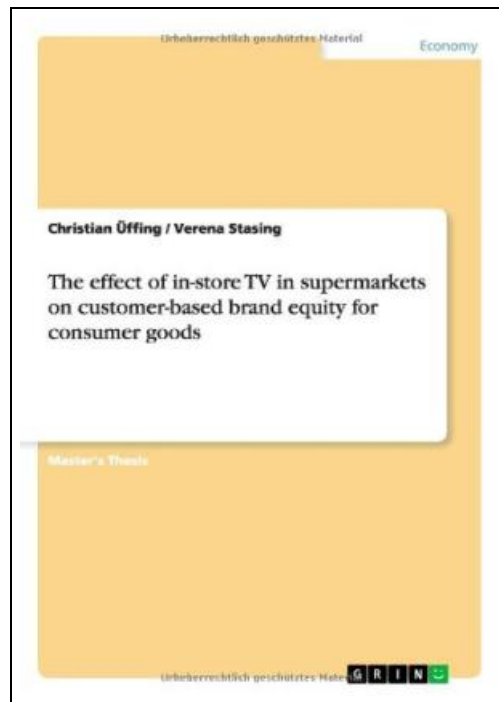


## The Effect of In-Store TV in Supermarkets on Customer-Based Brand Equity for Consumer Goods



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