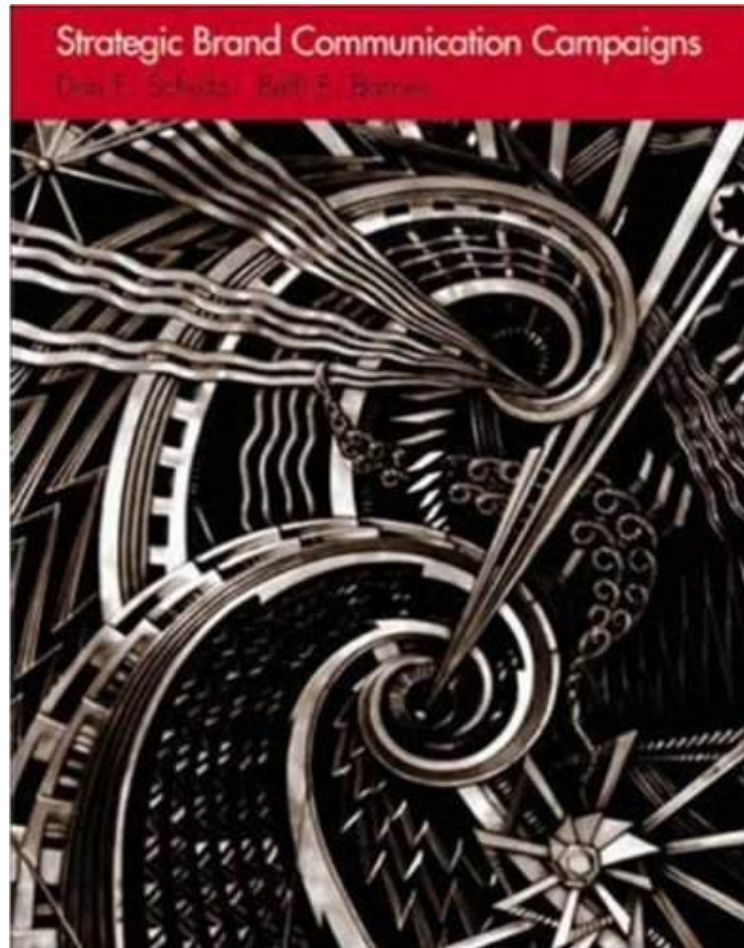


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Strategic Brand Communication Campaigns

By Don E. Schultz, Beth E. Barnes

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