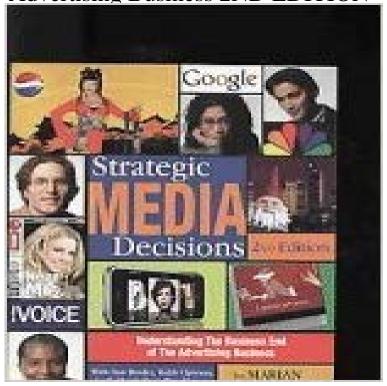
## Strategic Media Decisions: Understanding the Business End of the Advertising Business 2ND EDITION



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