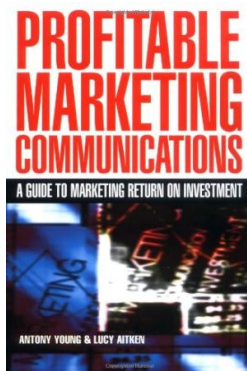


## Profitable Marketing Communications: A Guide to Marketing Return on Investment



### Book Review

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