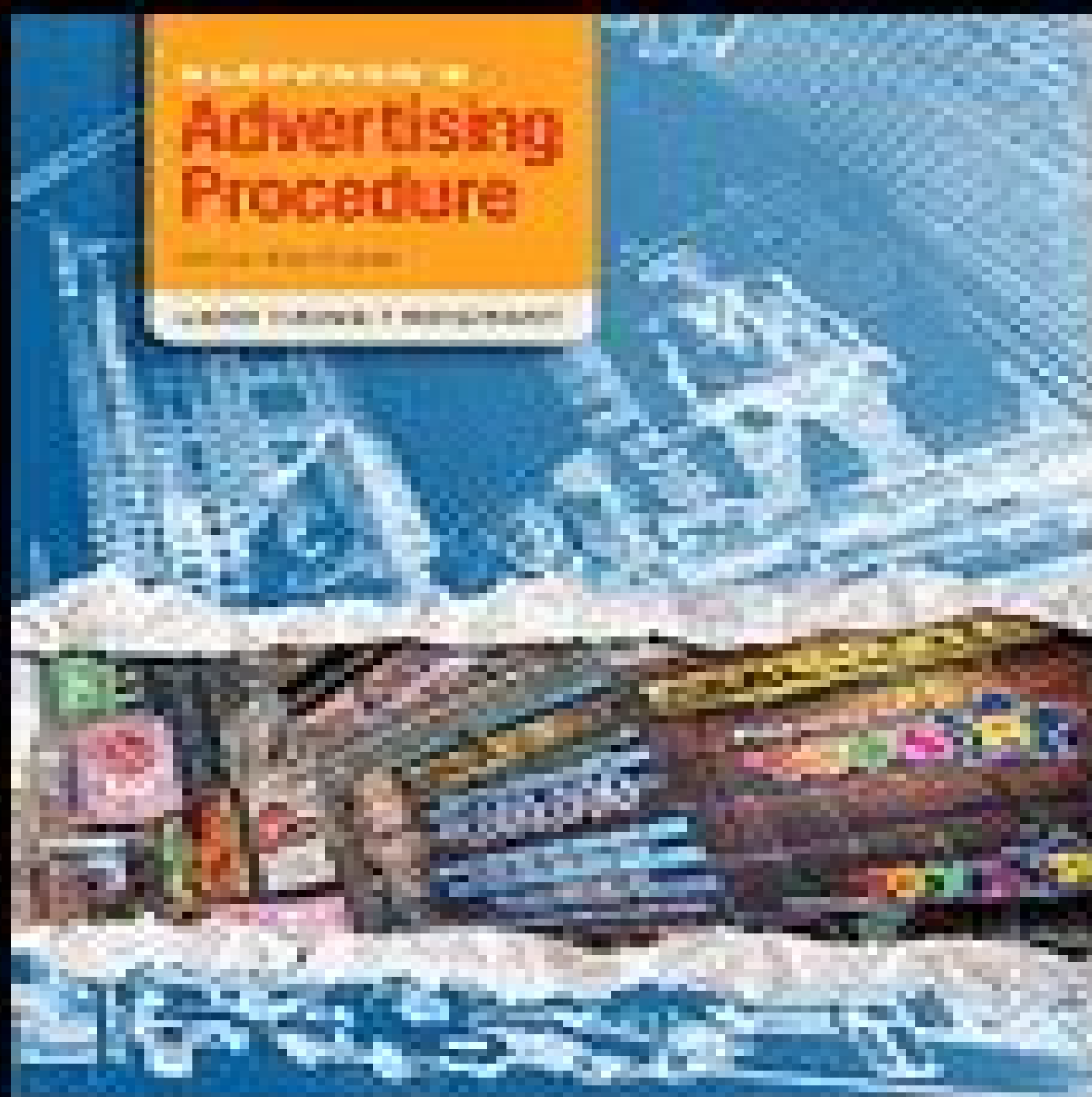


Advertising Procedure

Second Edition

by James H. McQuarrie & David J. Harrison



Advertising Procedure 18th Edition

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