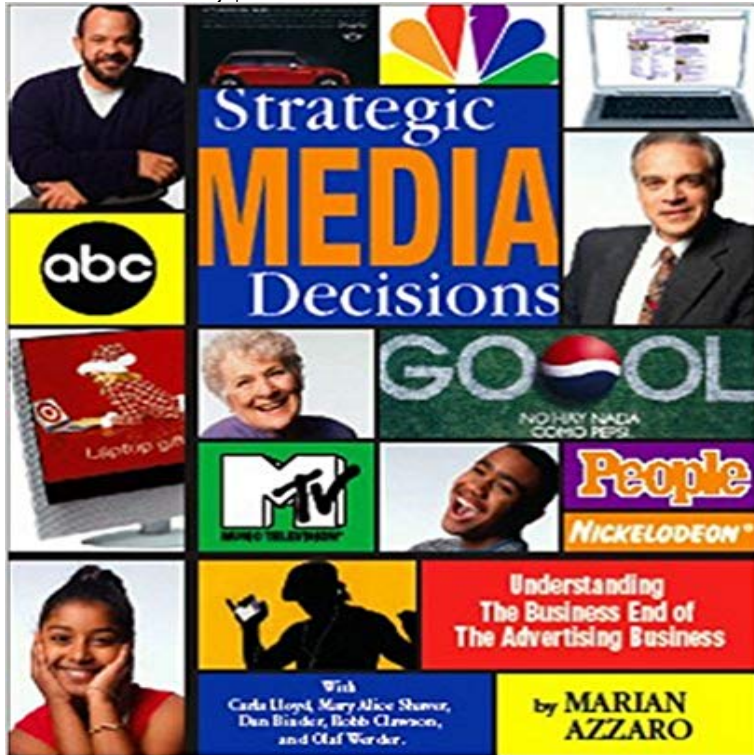


Strategic Media Decisions: Understanding The Business End Of The Advertising Business



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