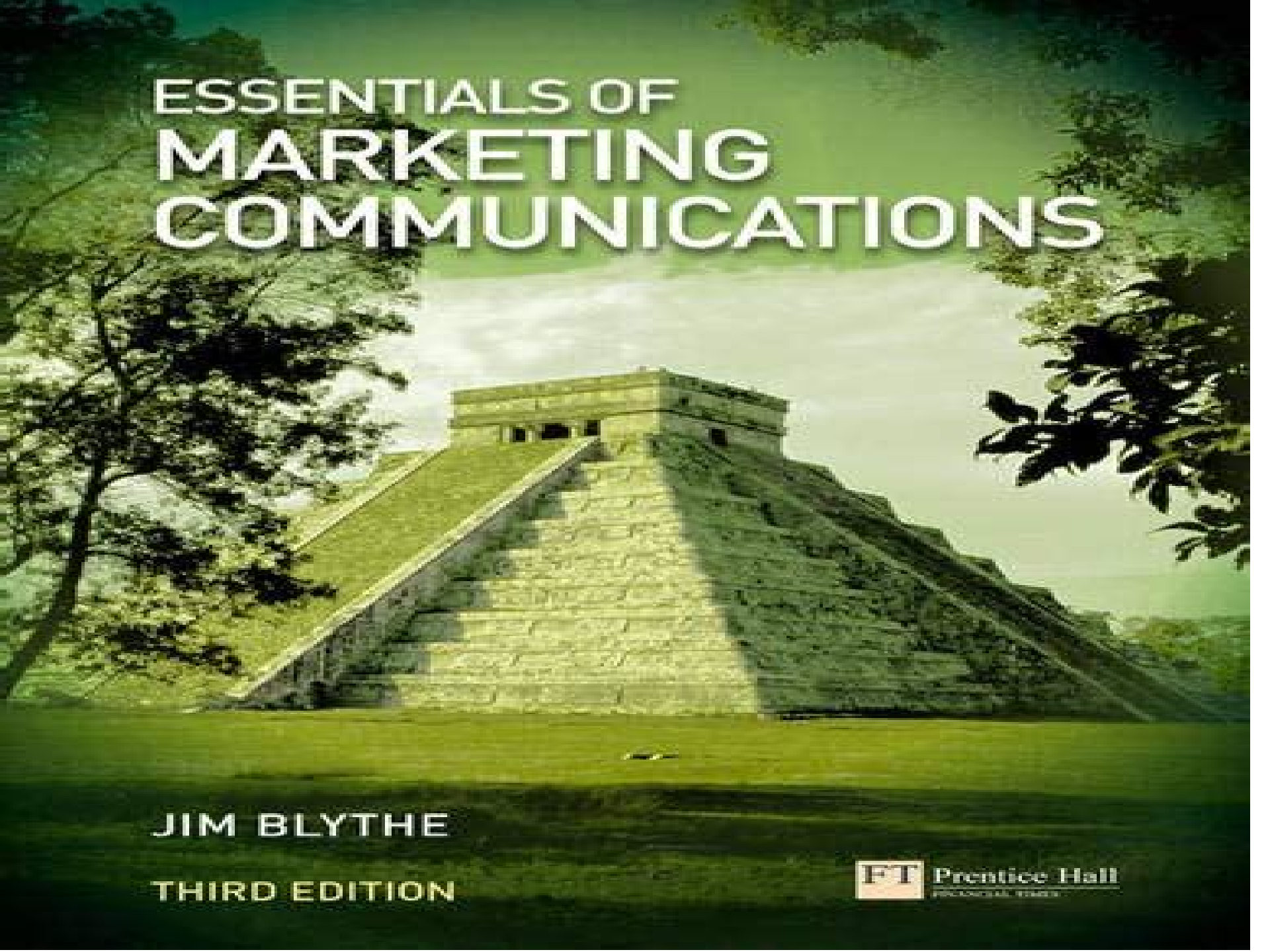




ESSENTIALS OF MARKETING COMMUNICATIONS

JIM BLYTHE

THIRD EDITION

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