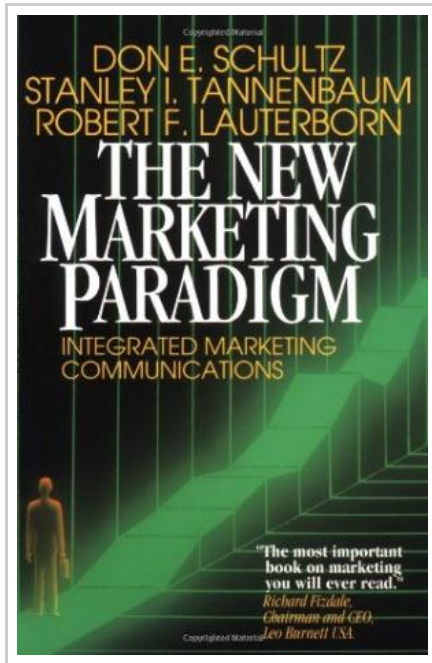




The New Marketing Paradigm: Integrated Marketing Communications

By Schultz, Don E; Tannenbaum, Stanley; Lauterborn, Robert F.

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