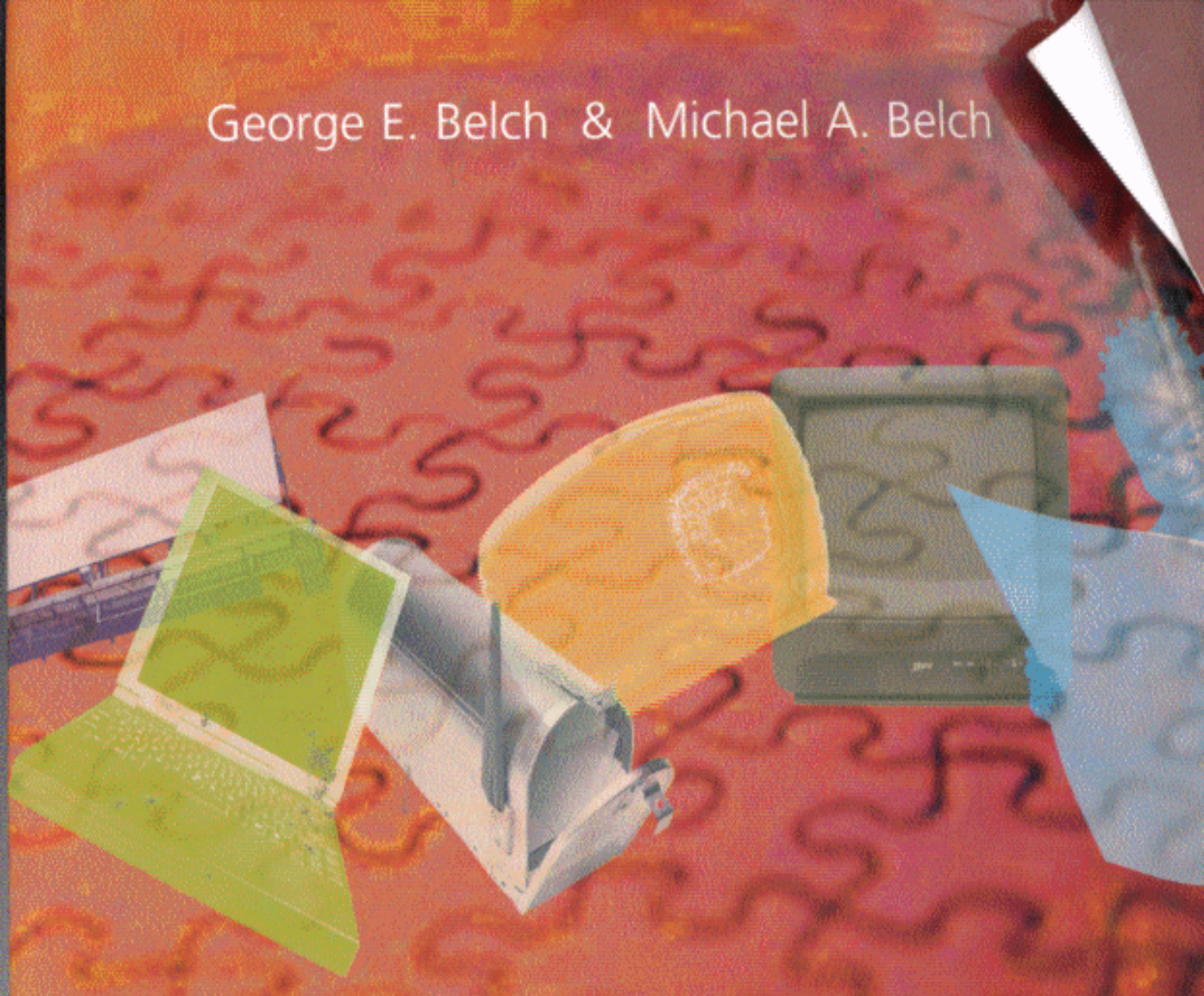


George E. Belch & Michael A. Belch



Advertising and Promotion

An Integrated Marketing Communications Perspective

Fifth Edition

INTERNATIONAL EDITION

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