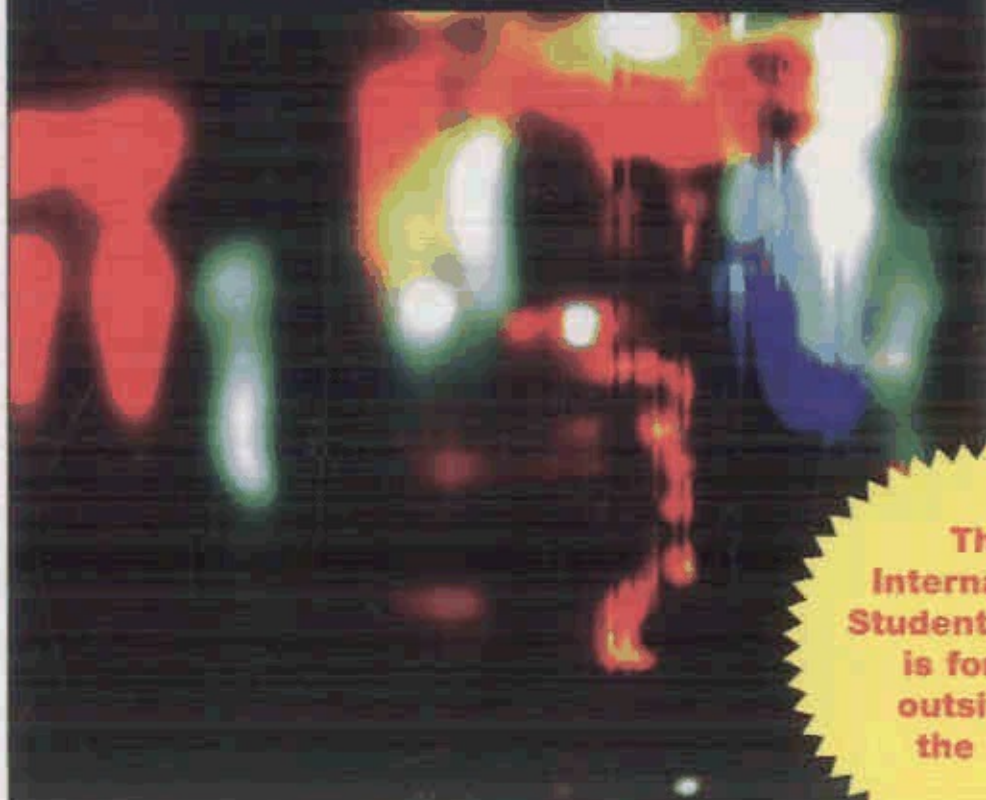


Arens • Schaefer • Weigold

# Essentials of Contemporary Advertising

Second Edition



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McGraw-Hill INTERNATIONAL EDITION



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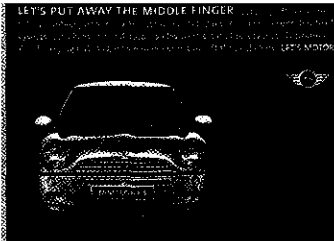
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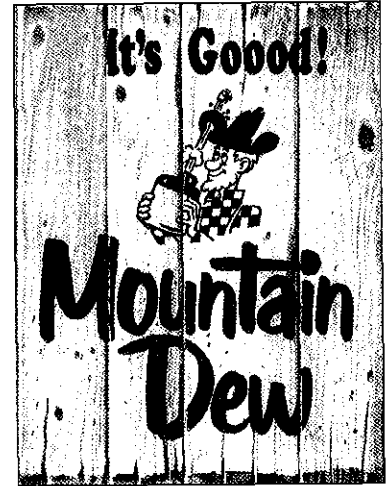
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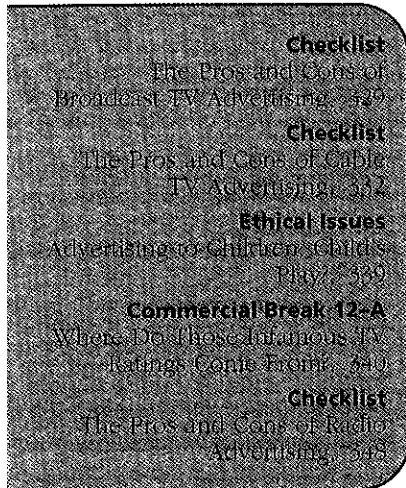
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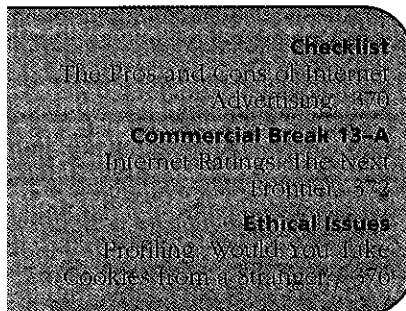
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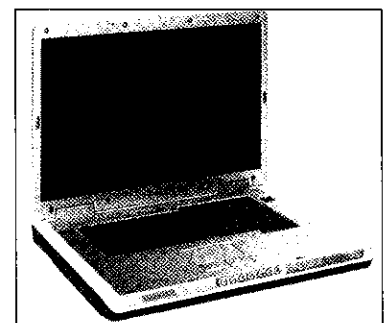


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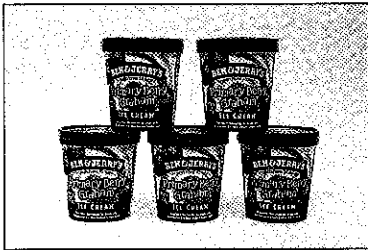


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