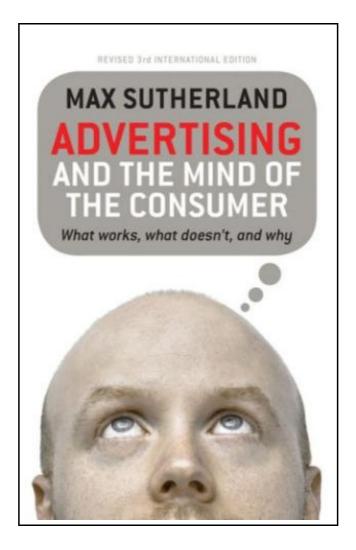
## Advertising and the Mind of Consumer: What Works, What doesn t, and Why (Revised Third International Edition)



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