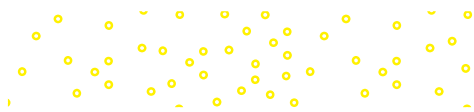


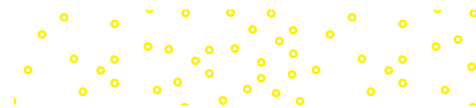
# ADVERTISING AND PROMOTION

AN INTEGRATED MARKETING COMMUNICATIONS PERSPECTIVE 12e

**George E. Belch & Michael A. Belch**  
*Both of San Diego State University*



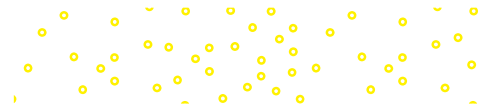
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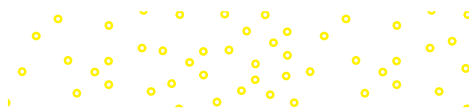
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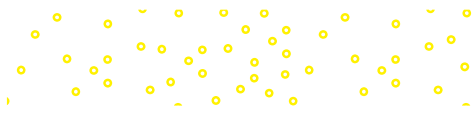
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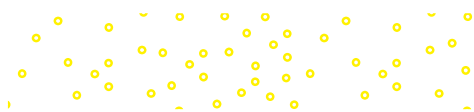
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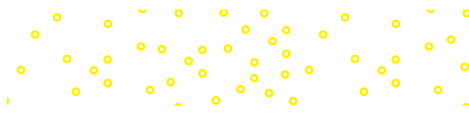
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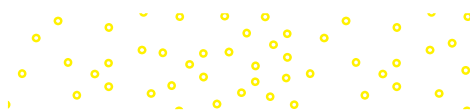
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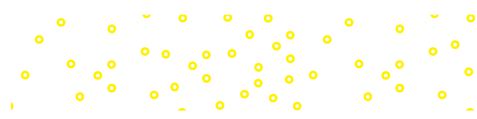


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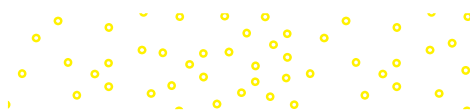
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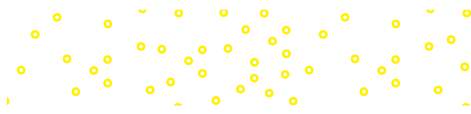
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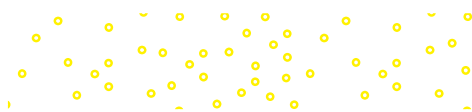
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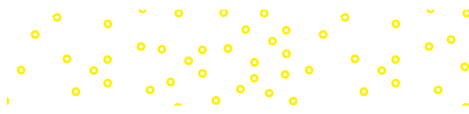
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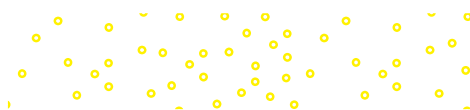
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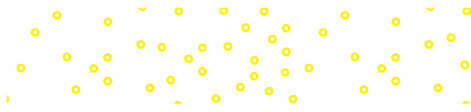
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