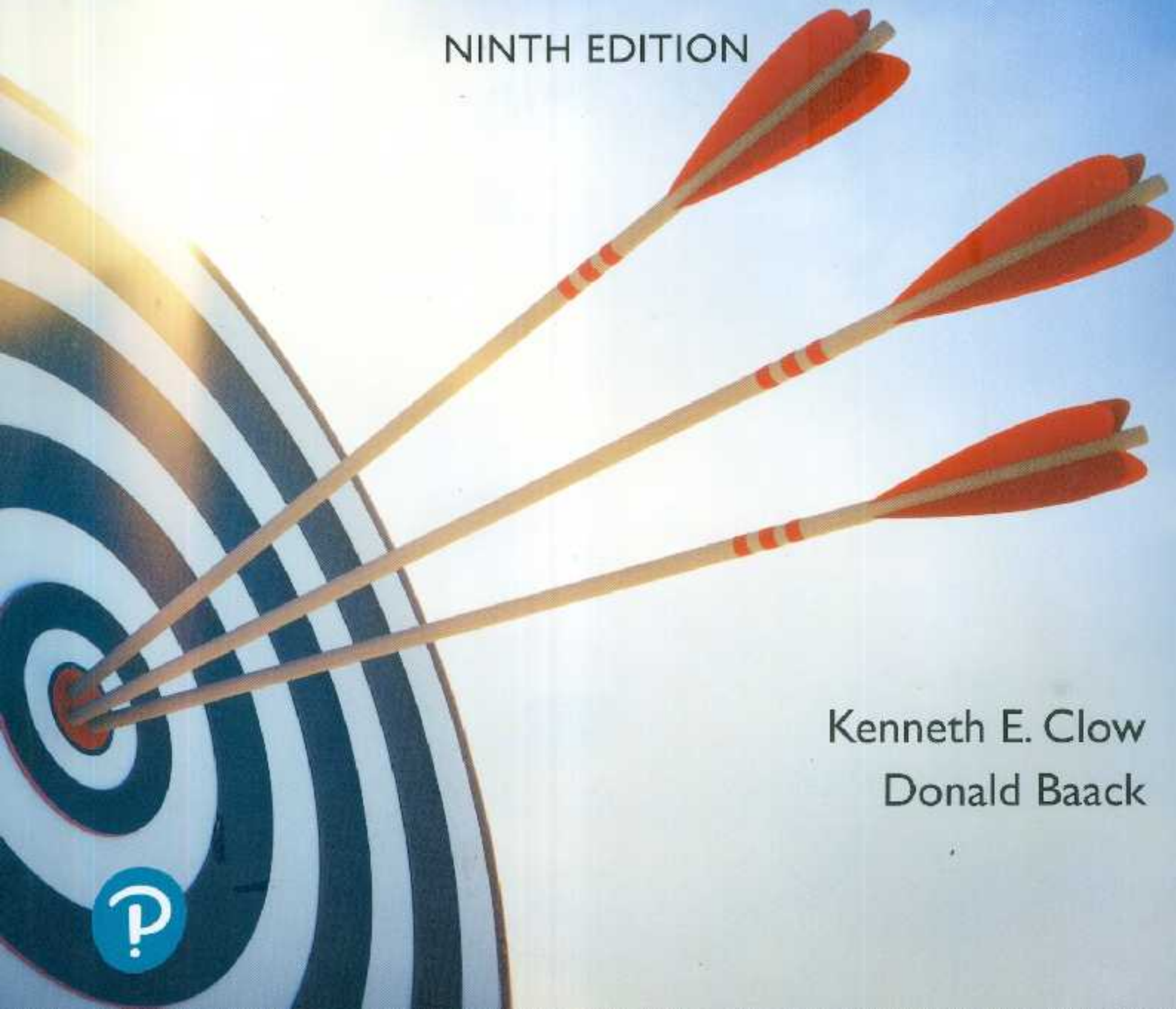


GLOBAL
EDITION



Integrated Advertising, Promotion, and Marketing Communications

NINTH EDITION



Kenneth E. Clow
Donald Baack

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