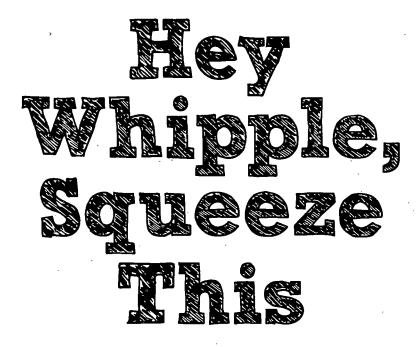
FIFTH EDITION



THE CLASSIC GUIDE TO CREATING GREAT ADS

LUKE SULLIVAN EDWARD BOCHES

WILEY



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