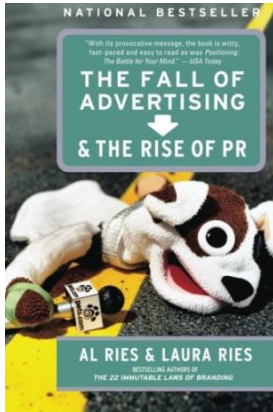


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THE FALL OF ADVERTISING AND THE RISE OF PR



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