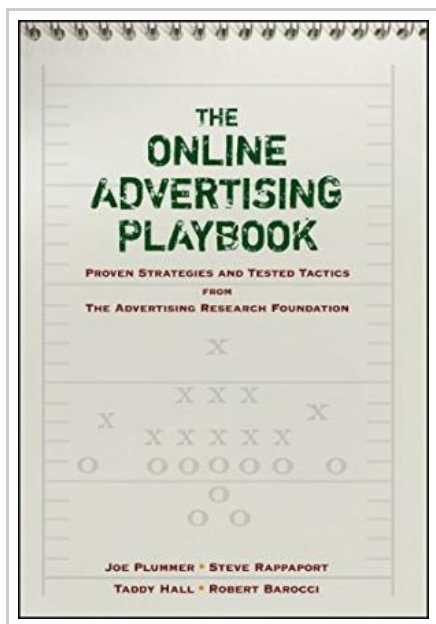




The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation

By Joe Plummer, Stephen D. Rappaport, Taddy Hall, Robert Barocci, Ridgway H. Hall

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