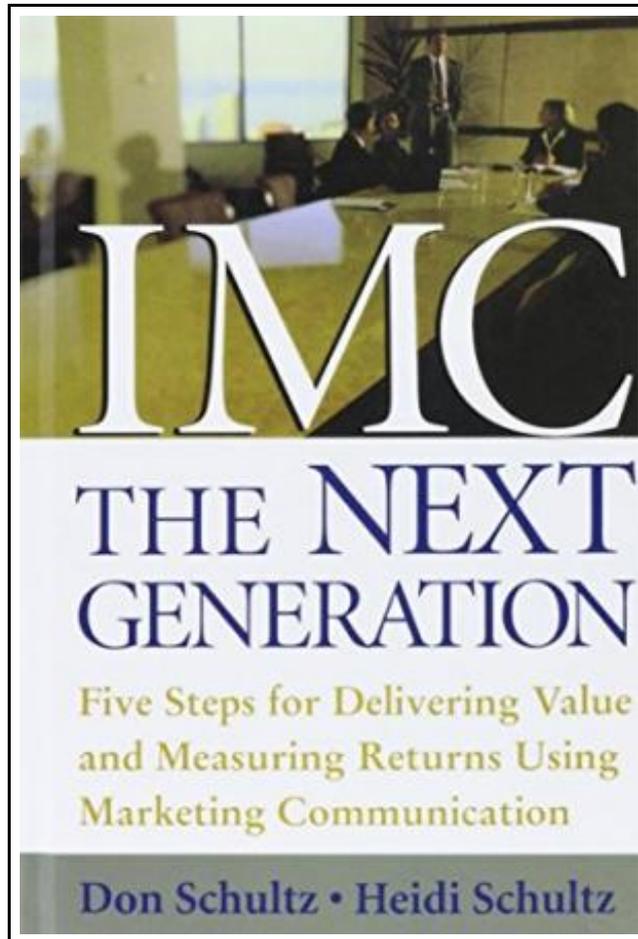


## IMC, the Next Generation: Five Steps for Delivering Value and Measuring Returns Using Marketing Communication



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