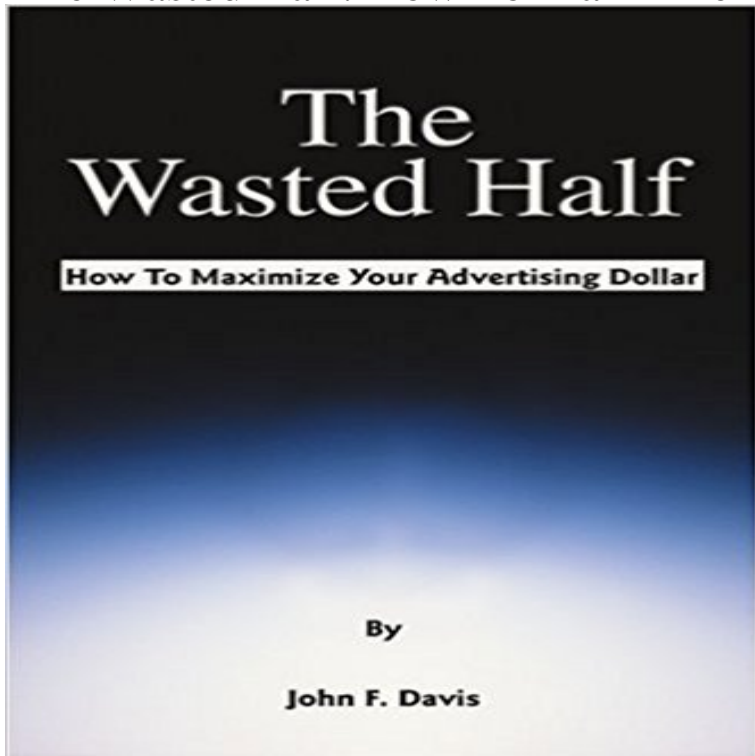


# The Wasted Half: How To Maximize Your Advertising Dollar



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