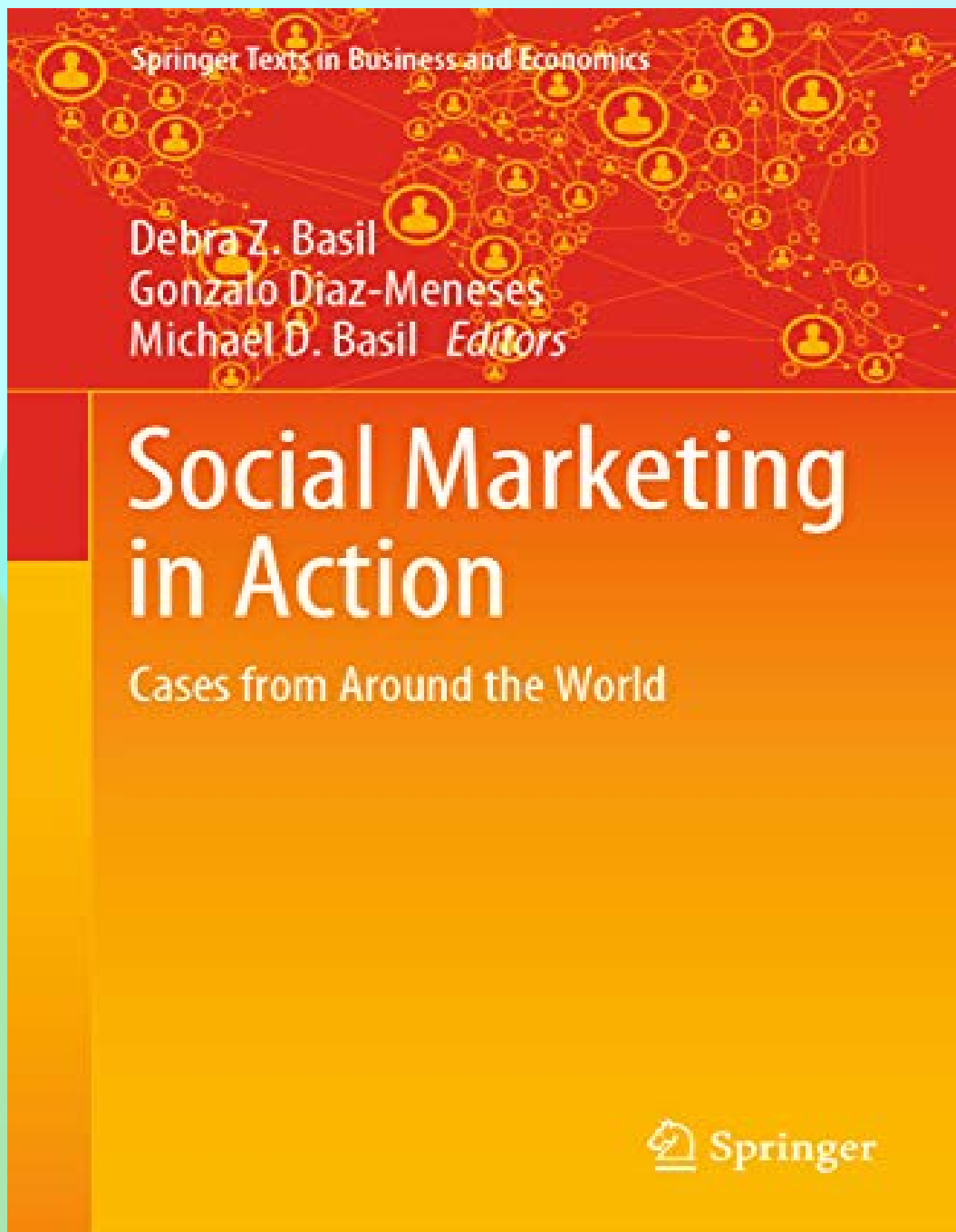




# SOCIAL MARKETING IN ACTION; CASES FROM AROUND THE WORLD



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