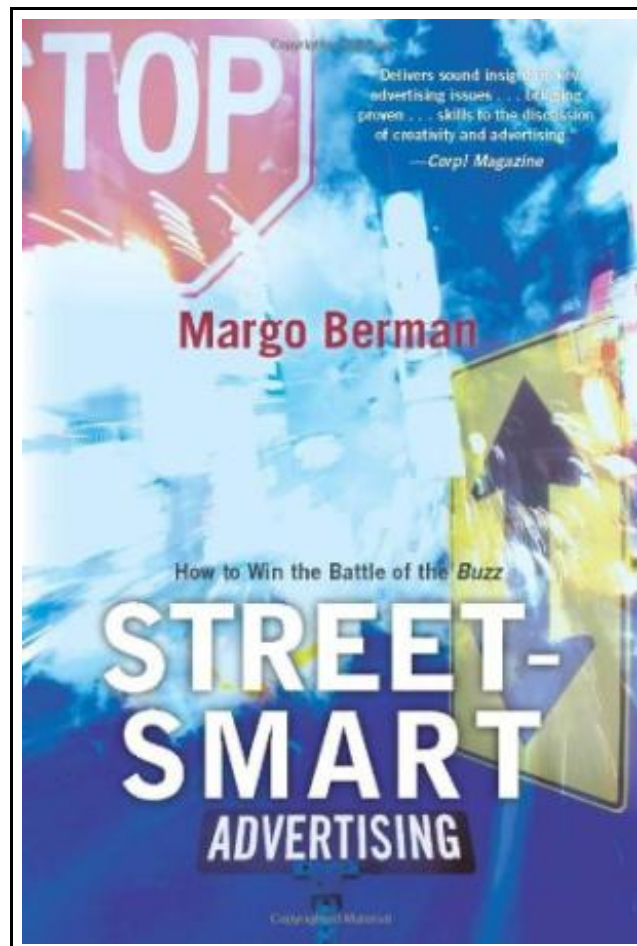


## Street-Smart Advertising: How to Win the Battle of the Buzz



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