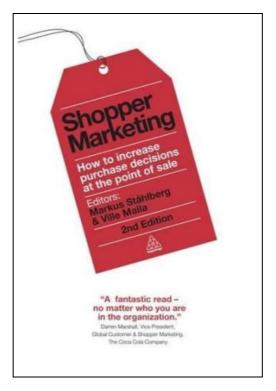
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SHOPPER MARKETING: HOW TO INCREASE PURCHASE DECISIONS AT THE POINT OF SALE



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