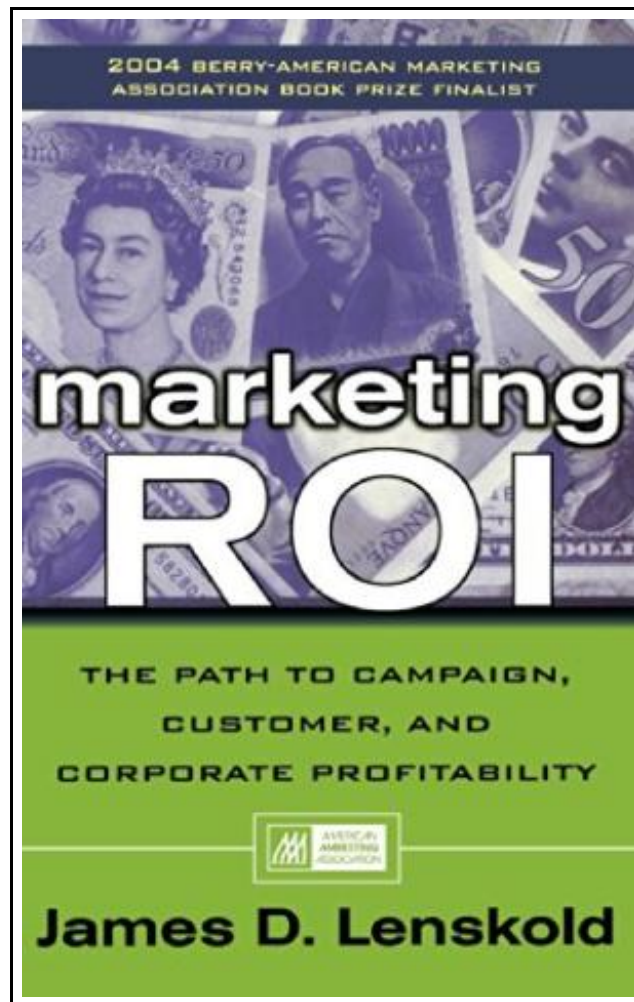


Marketing ROI: The Path to Campaign, Customer, and Corporate Profitability



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