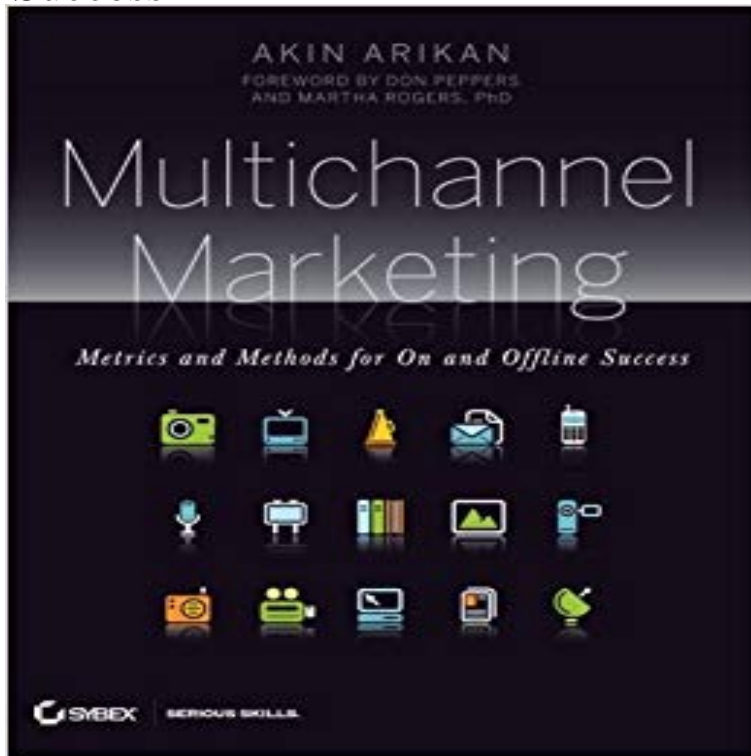


Multichannel Marketing: Metrics and Methods for On and Offline Success



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