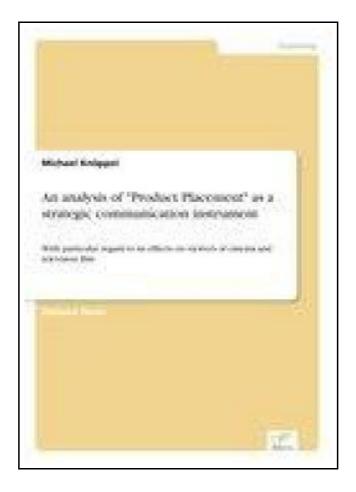
# An analysis of "Product Placement" as a strategic communication instrument



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