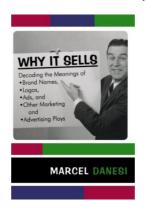
# Why It Sells: Decoding the Meanings of Brand Names, Logos, Ads, and Other Marketing and Advertising Ploys (The R&L Series in Mass Communication)





#### **Book Review**

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(Juliet Kertzmann)

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