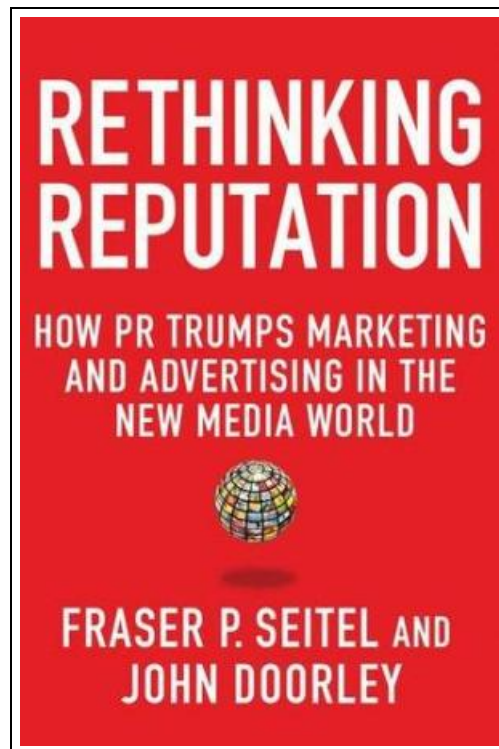


Rethinking Reputation: How PR Trumps Marketing and Advertising in the New Media World



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