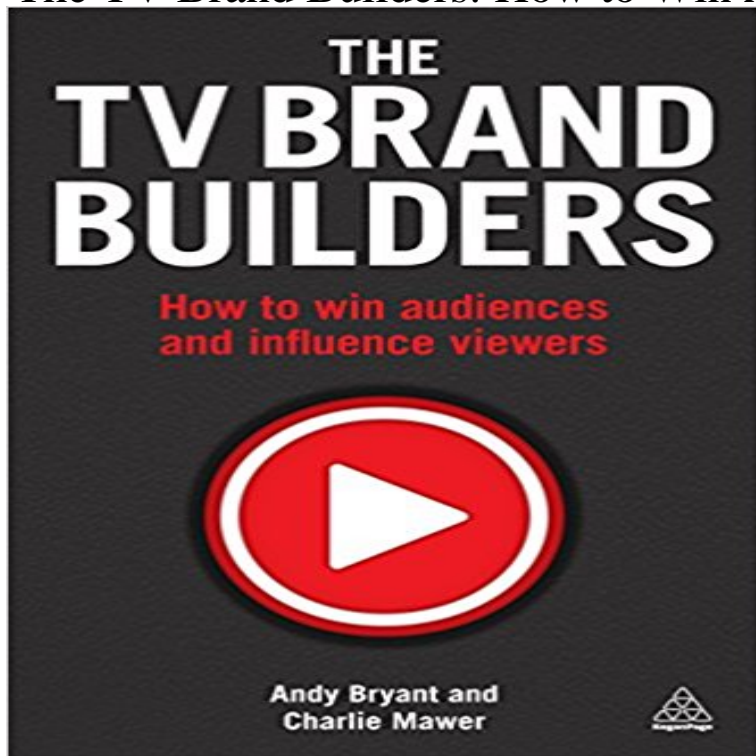


The TV Brand Builders: How to Win Audiences and Influence Viewers



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