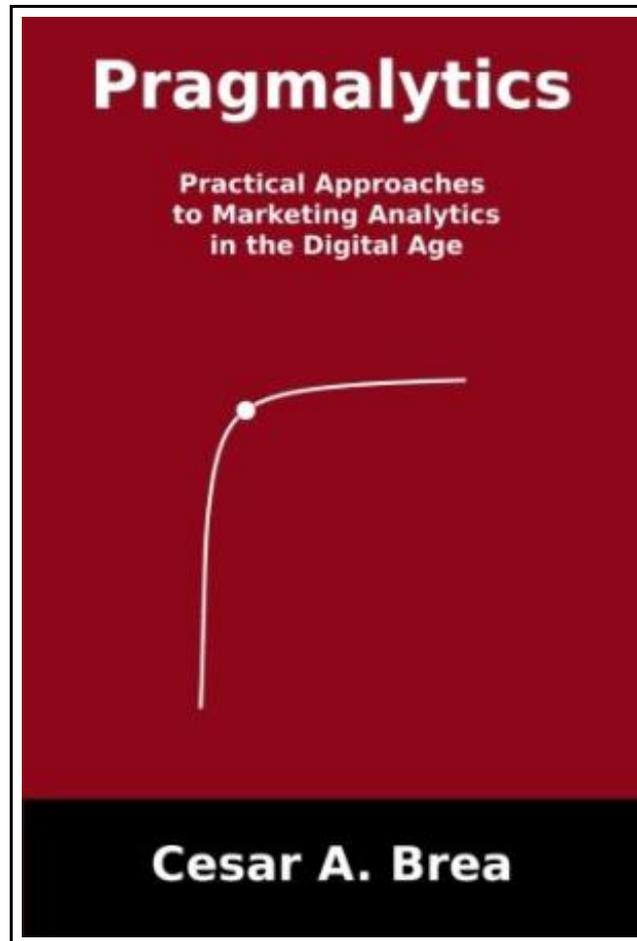


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PRAGMALYTICS: PRACTICAL APPROACHES TO MARKETING ANALYTICS IN THE DIGITAL AGE



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