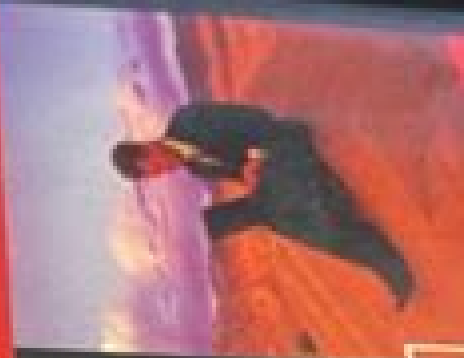


TRUTH, LIES & ADVERTISING

THE ART
OF
ACCOUNT
PLANNING

JOHN STEEL



AN ADVERTISING BOOK

TRUTH, LIES & ADVERTISING

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10

Truth Lies And Advertising The Art Of Account Planning

Jon Steel



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singular place in the world this is california beyond the clichés this is california as only a native son deep in the dust could
draw it