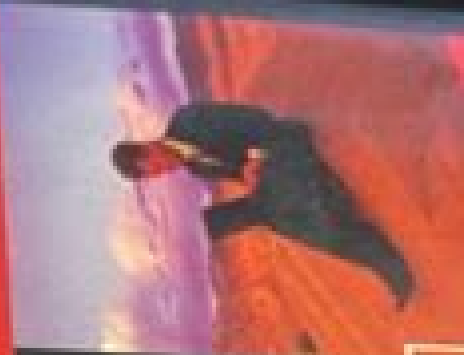


# TRUTH, LIES & ADVERTISING

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

**Larry D. Kelley, Donald W. Jugenheimer**



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