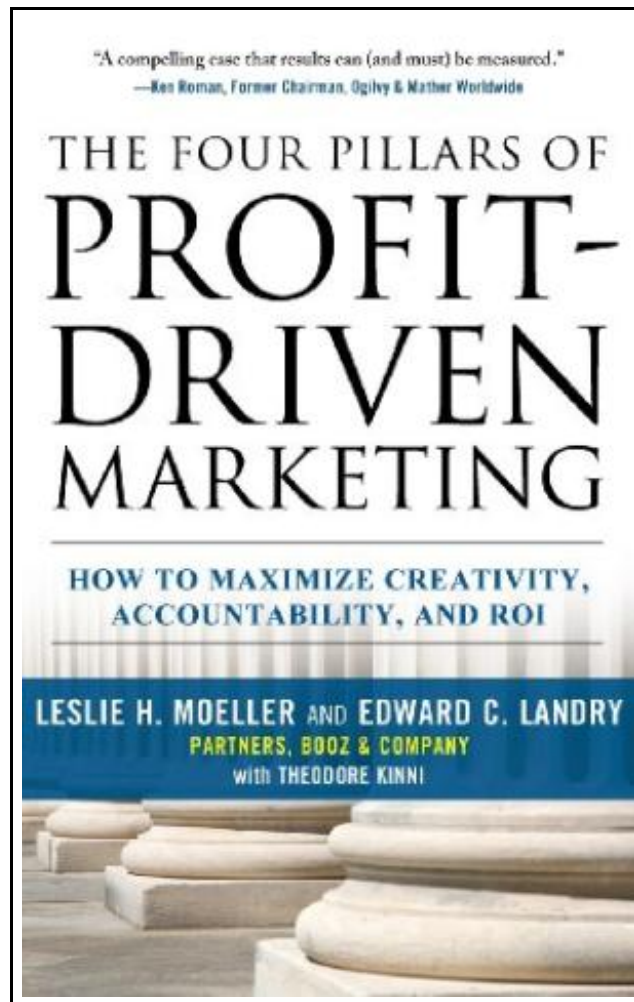


## The Four Pillars of Profit-Driven Marketing: How to Maximize Creativity, Accountability, and ROI



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