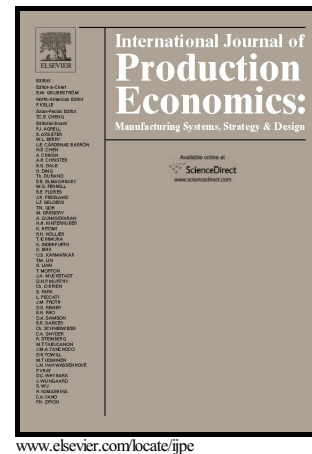


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Assessing the profitability of cooperative advertising programs in competing channels¹

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