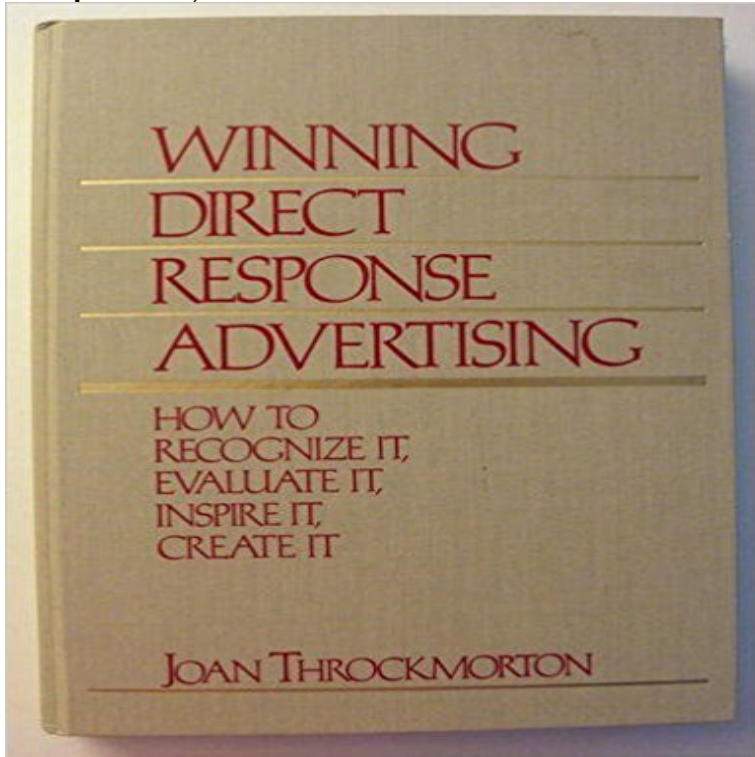


# Winning Direct Response Advertising: How to Recognize It, Evaluate It, Inspire It, Create It



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