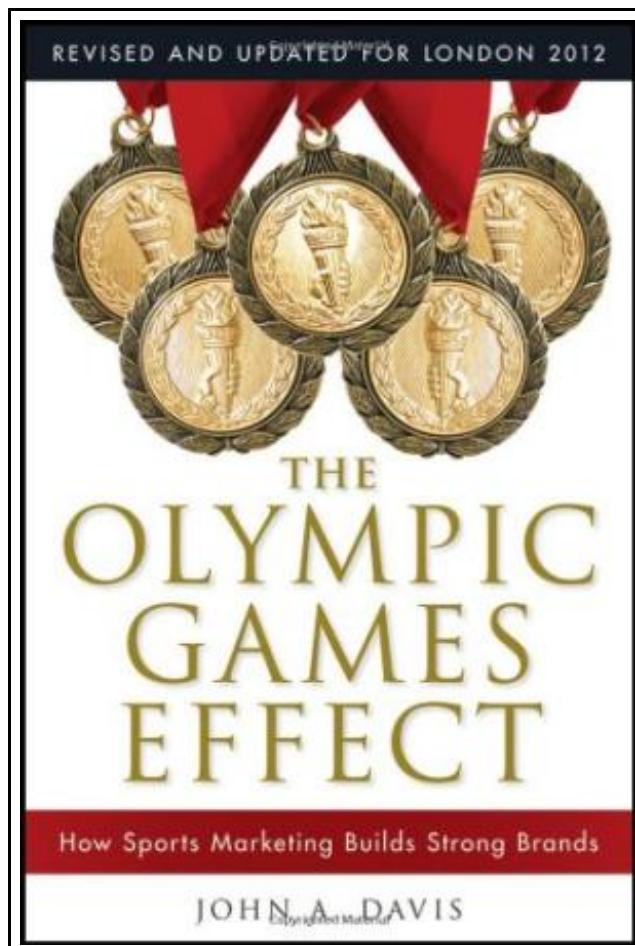


## The Olympic Games Effect: The Value of Sports Marketing in Creating Successful Brands (2nd Revised edition)



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