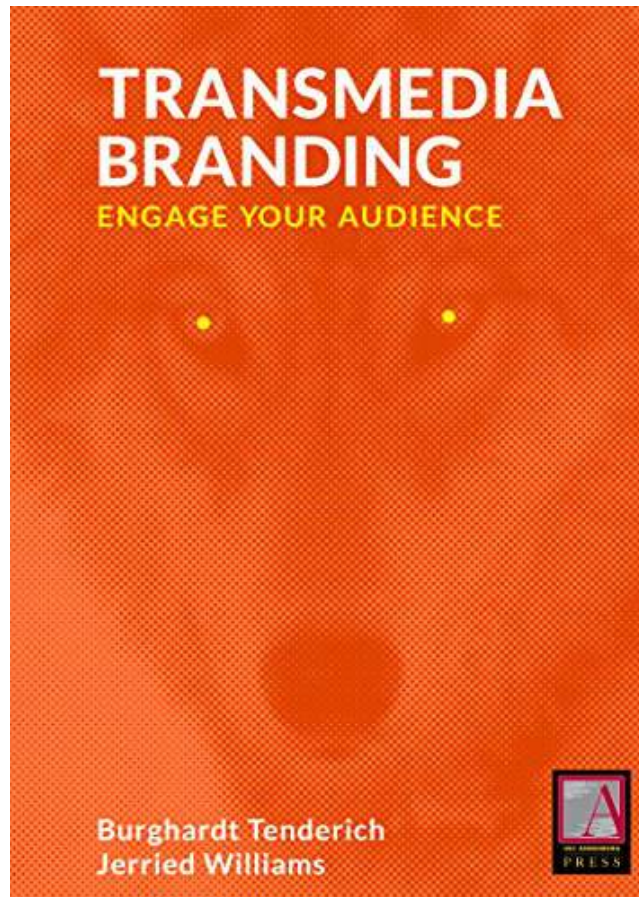


# Transmedia Branding: Engage Your Audience

By Burghardt Tenderich, Jerried Williams

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