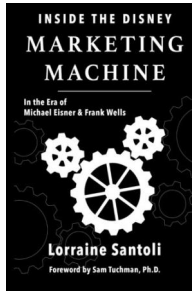


## Inside the Disney Marketing Machine: In the Era of Michael Eisner and Frank Wells



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