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Semiotics, marketing, and communication : beneath the signs, the strategies / Jean-Marie Floch ; with a foreword by John Sherry ; translated by Robin Orr Bodkin. ISBN: 033376014X
Author: Floch, Jean-Marie, 1947-2001 (Author) Publisher: New York, N.Y. : Palgrave, 2001. Description: Xiii, 225 p. : ill. ; 23 cm. Note:

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