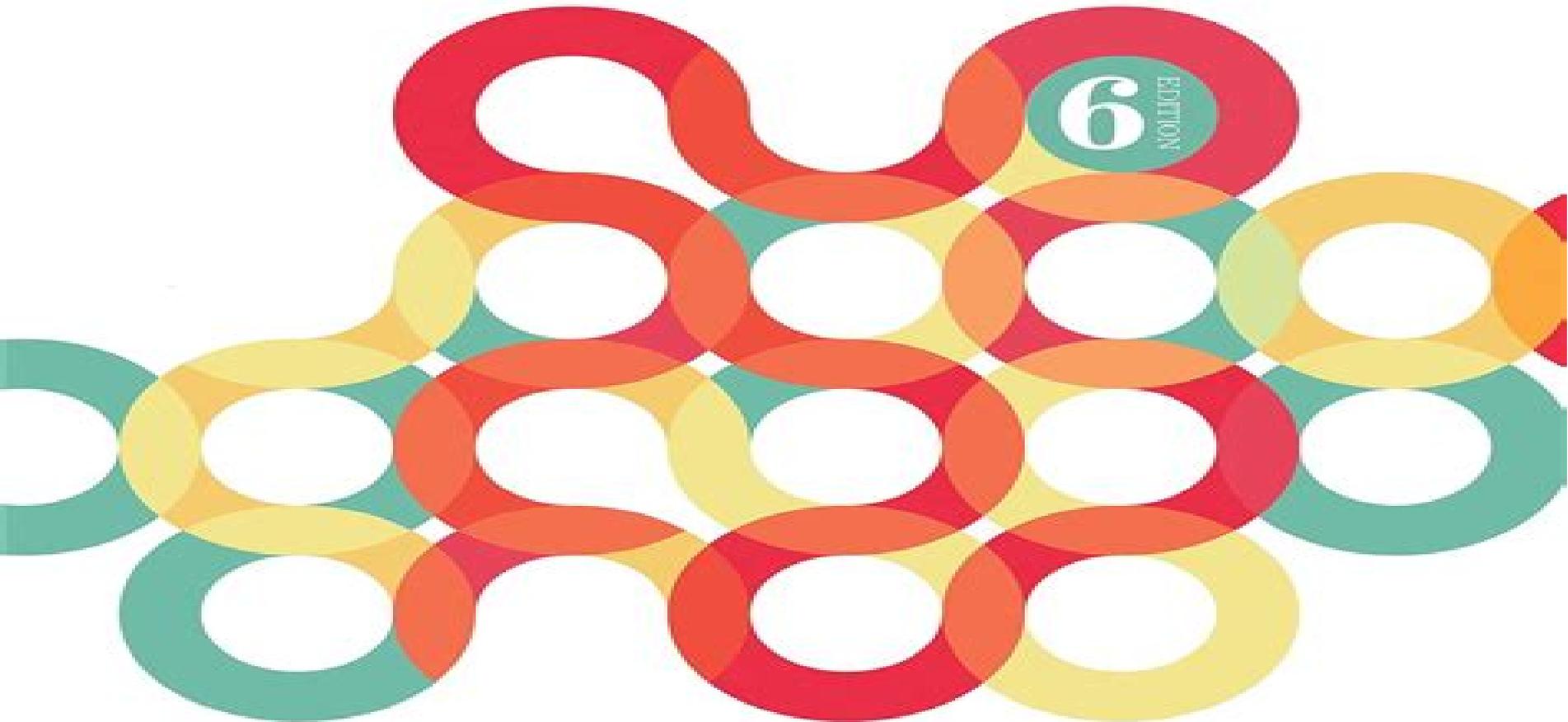


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An Effectiveness-Based Approach

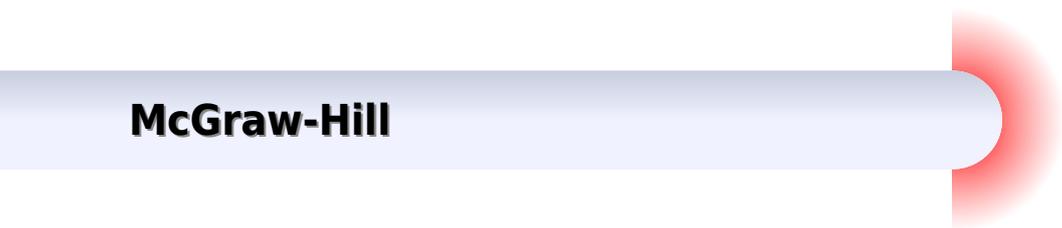


Peter M. Kettner ◊ Robert M. Moroney ◊ Lawrence L. Martin



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