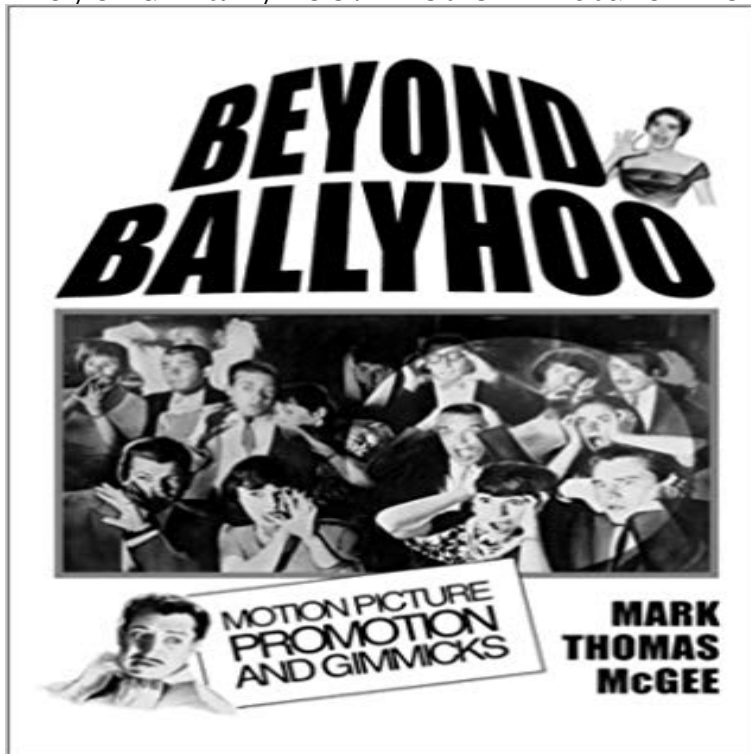


Beyond Ballyhoo: Motion Picture Promotion and Gimmicks



This volume examines motion picture promotion and gimmicks.

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