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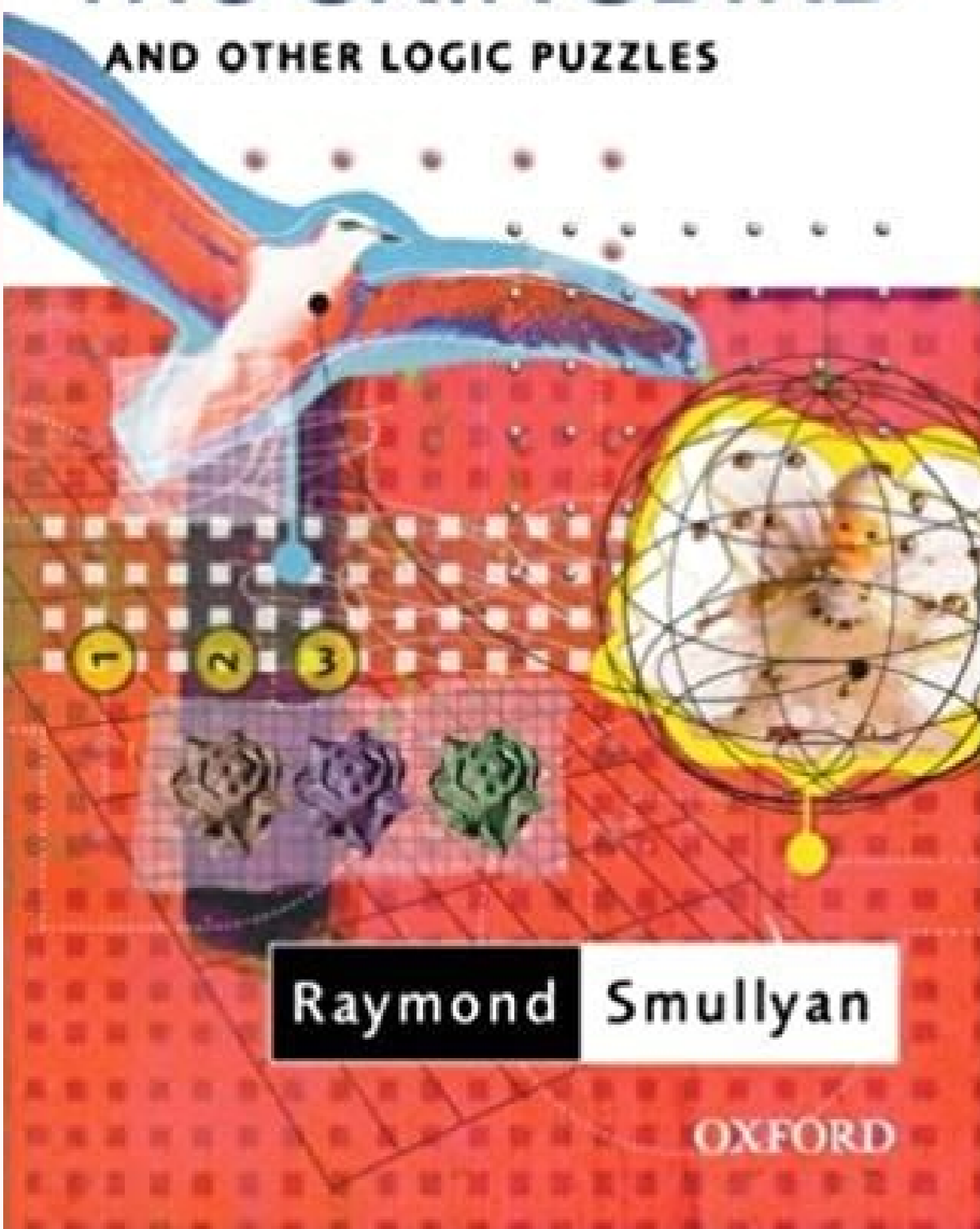
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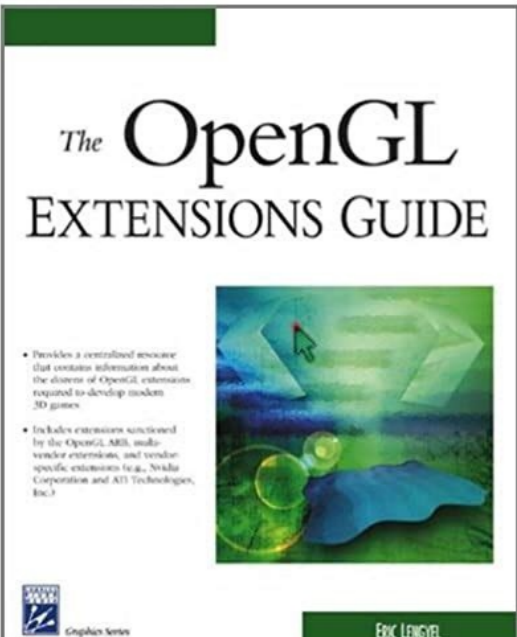
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- Get into the swing of tournament backgammon

Chris Bray
Backgammon correspondent,
The Independent



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Compact units cover all key topics including communication planning and media strategies. A media math primer, standard media formulae, media planning checklists, and a glossary of media terms are also included. Designed for practitioners and students, the latest edition includes new exercises with new media formats and digital media and new units devoted to popular social media channels. Working with a Communication Budget Part II: Media Objectives and Strategies 12. 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