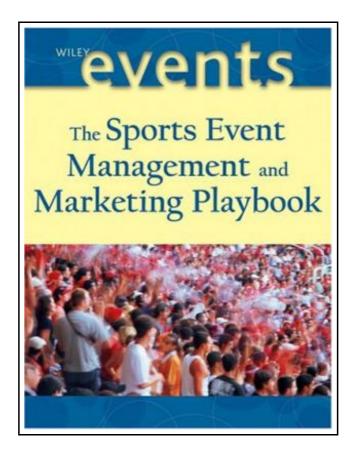
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THE SPORTS EVENT PLAYBOOK: MANAGING AND MARKETING WINNING PLAYBOOK



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