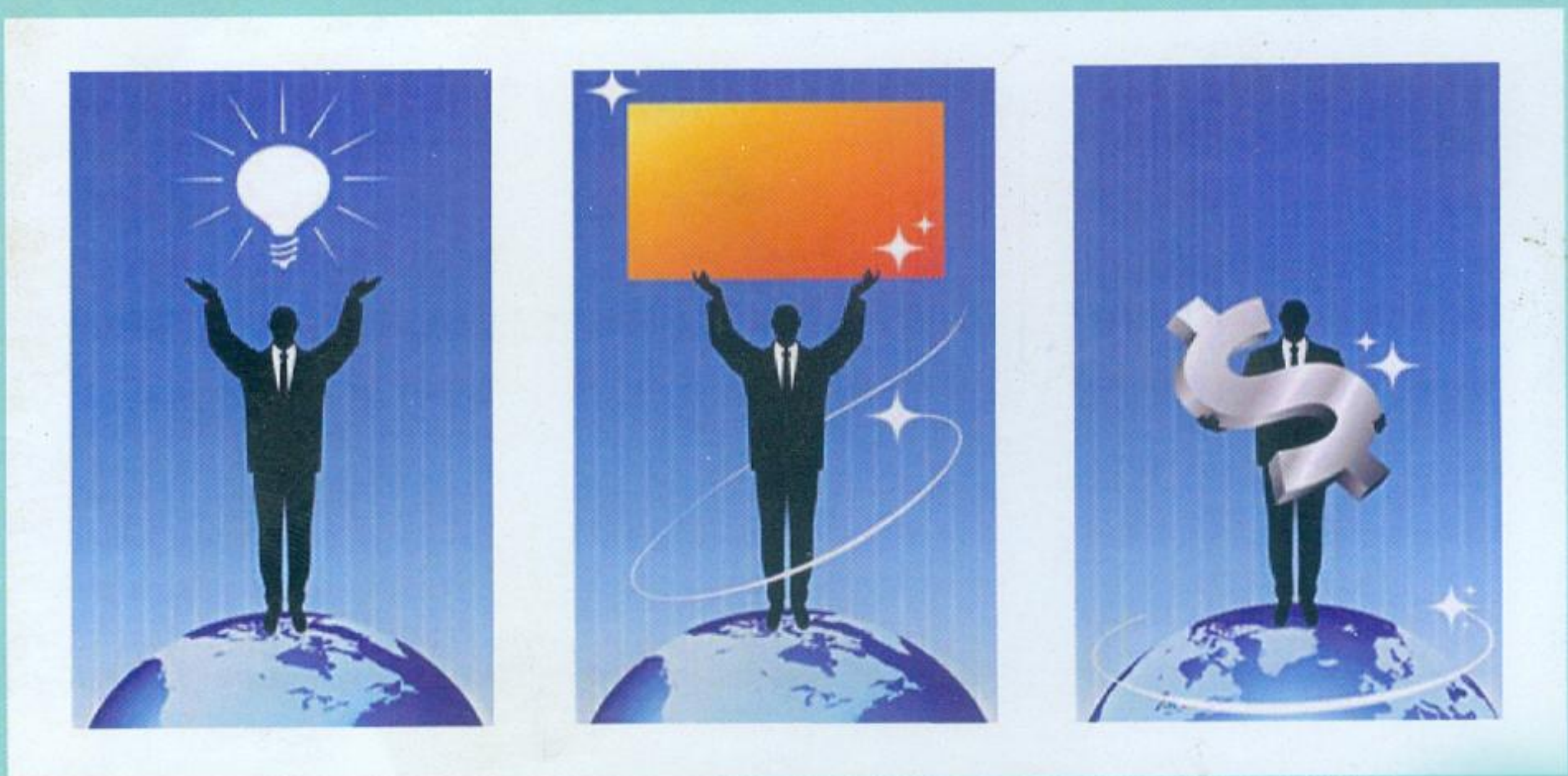


Innovative Marketing Strategy:

Balancing Commercial Goal and
Corporate Social Responsibility



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