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**Impact of Hippocampal Headlines on Advertisement Effectiveness and
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Published In IJNRD (www.ijnrd.org) ISSN Approved & 8.76 Impact Factor

Published in Volume 8 Issue 2, February-2023 | Date of Publication: 2023-02-19

Co-Authors - Shilpa Bhakar



Registration ID : 183472

Paper ID - IJNRDTH00014

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