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**VOLUME III**  
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**THE PROMOTIONAL AND ADVERTISING  
STRATEGY OF MICHELIN**

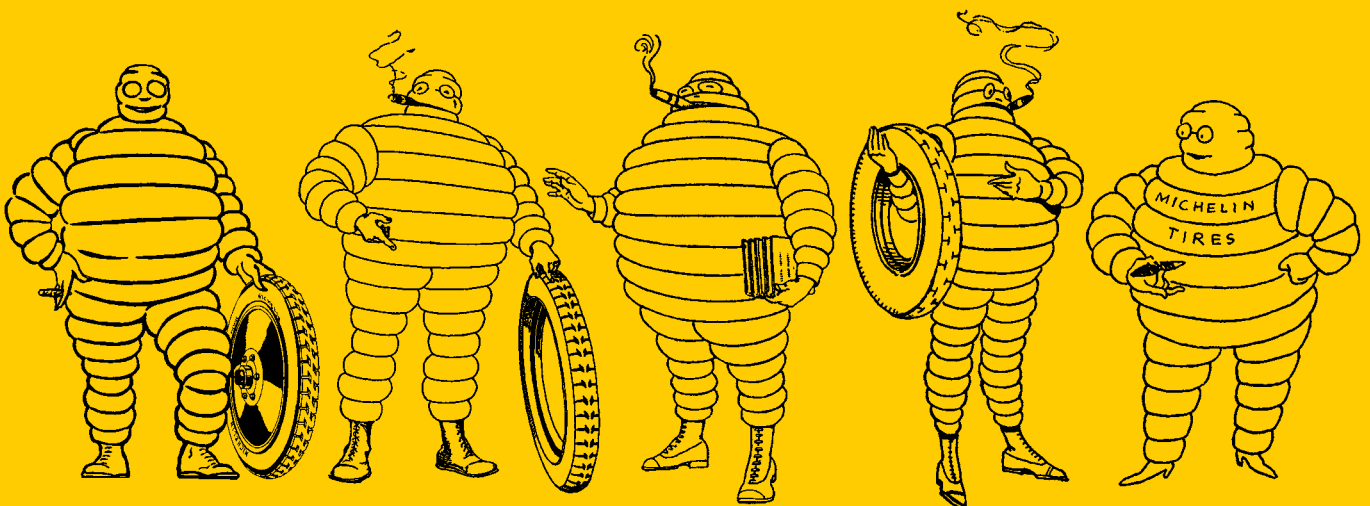
Pau Medrano-Bigas  
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*The Forgotten  
Years of Bibendum*

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**MICHELIN'S AMERICAN  
PERIOD IN MILLTOWN:**

Design, Illustration and Advertising  
by Pioneer Tire Companies

(1900 - 1930)







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