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John Fraim writes about the subtext of media in a global context and how images and symbols get Global Dynamics of Advertising, Entertainment

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John Fraim: John Fraim is President of The GreatHouse Company, a marketing consulting firm and book publisher. He is a leading authority on symbolism and the creator

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John Fraim. For those who have He is the author of Battle of Symbols: Global Dynamics of Advertising, Entertainment and Media (Daimon Verlag, 2003). Spirit