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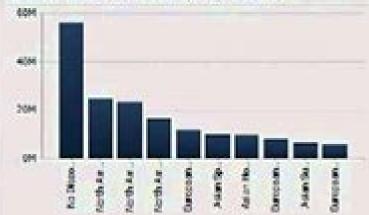
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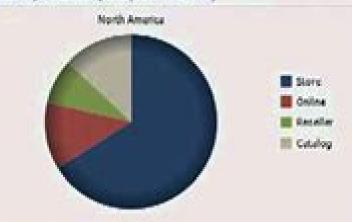
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Sales Amounts by Promotion (Analytic Chart)



Sales by Channel (Analytic Pie Chart)

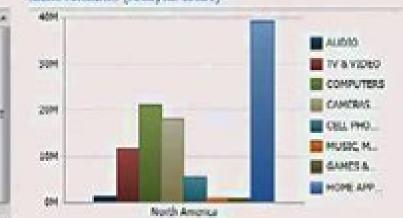


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Promotional Sales (Analytic God)

| Promotion Name | William 2008 |
|--|-----------------|
| No Discount | \$56,236,031.65 |
| North America Book to School Promotion | \$21,788,891.92 |
| North America Spring Promotion | \$23,256,304.62 |
| North America Holiday Promotion | 816,409,044.05 |
| Asian Holiday Promotion | \$9,328,538.08 |
| Burspean Holiday Promotion | \$11,702,778.44 |
| European Spring Promotion | \$7,402,579.45 |
| Asian Spring Promotion | 89,544,299.45 |
| Asian Summer Promption | \$6,050,695.00 |
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