News Ruse

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On June 30, 7,000 free copies of a “special edition” of USA Today were dropped at World AIDS Conference hotels in Geneva. Wrapped around the day’s European edition, the front-and-back-pager looked just like the real McPaper to bleary-eyed attendees, who were dismayed to find upon closer inspection that the paper was, in fact, a Glaxo Wellcome promo.

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