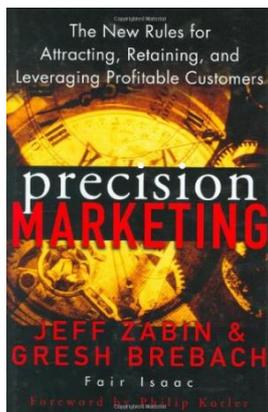


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- Authored by Jeff Zabin; Gresh Brebach; Foreword-Philip Kotler
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