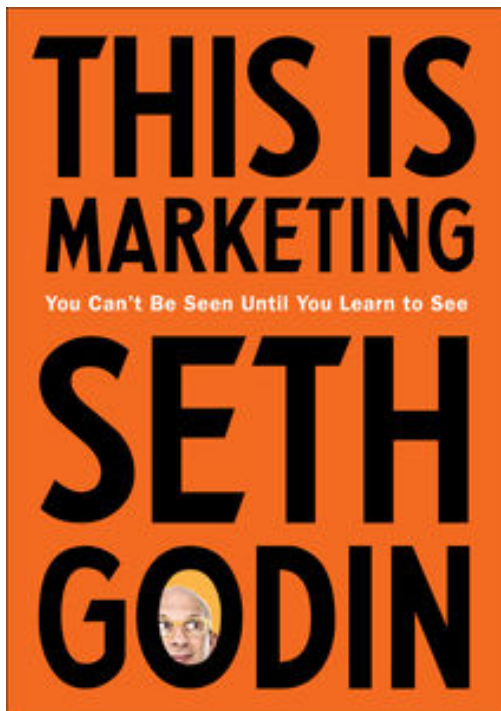


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- * Why the old approaches to advertising and branding no longer work.
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