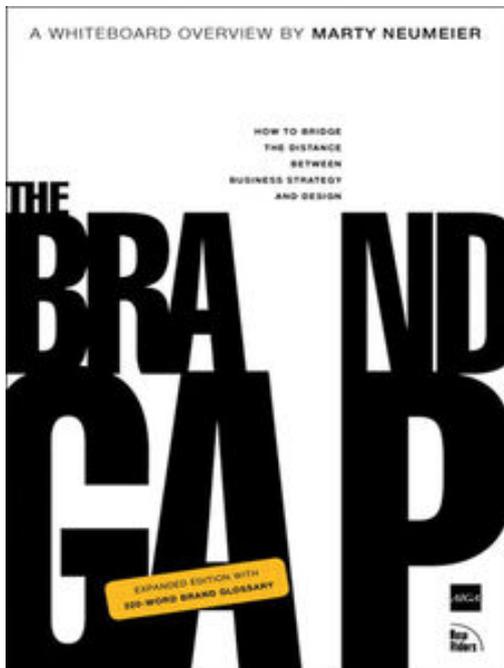


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- the importance of managing brands from the inside
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