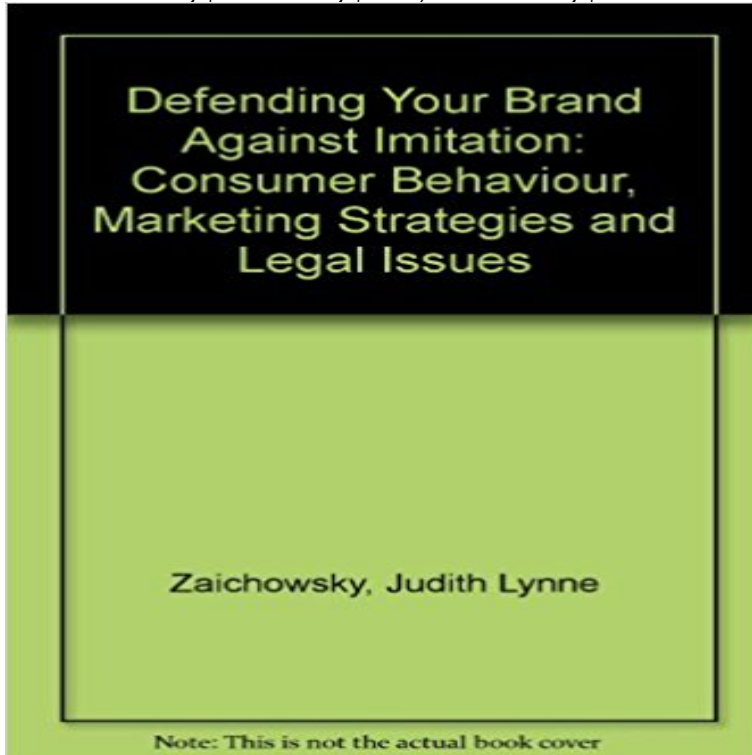


Defending Your Brand Against Imitation: Consumer Behavior, Marketing Strategies, and Legal Issues



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