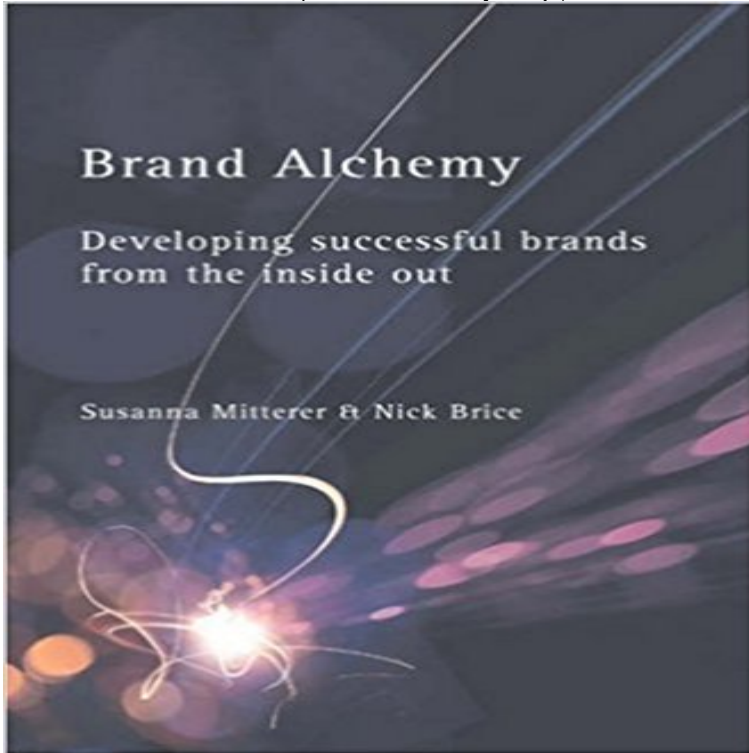


# Brand Alchemy: Developing Successful Brands from the Inside Out



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