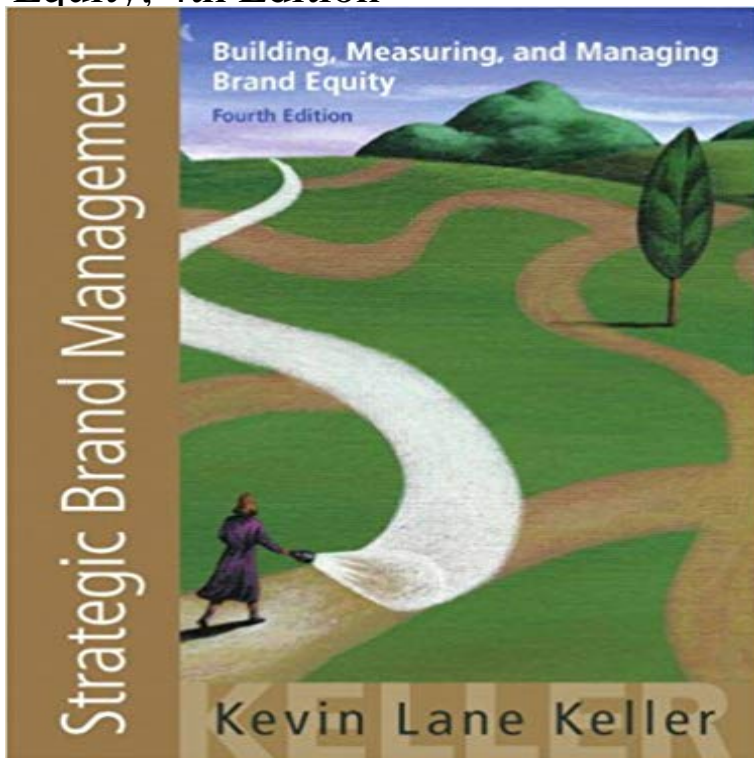


Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition



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