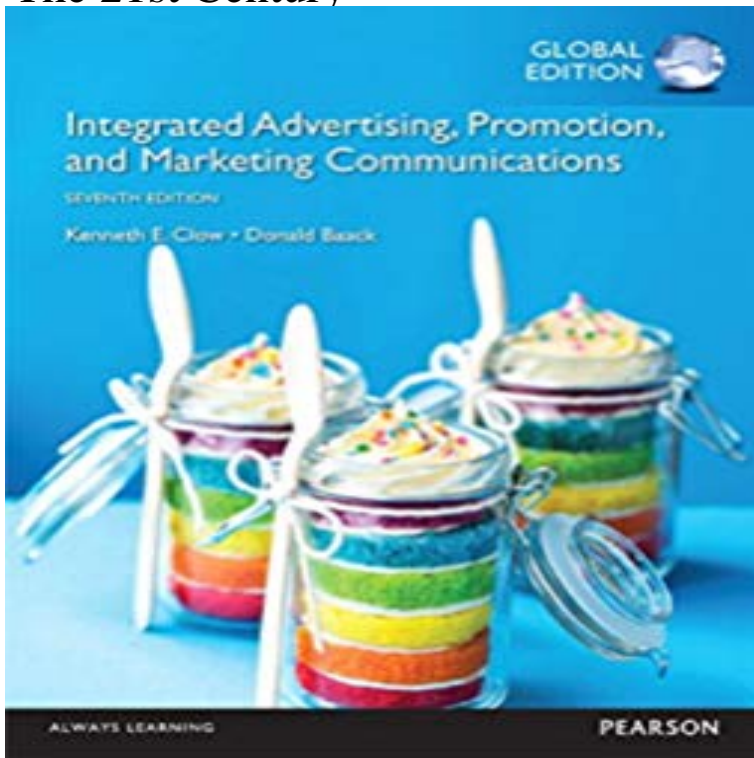


# A New Brand World: 8 Principles For Achieving Brand Leadership In The 21st Century



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