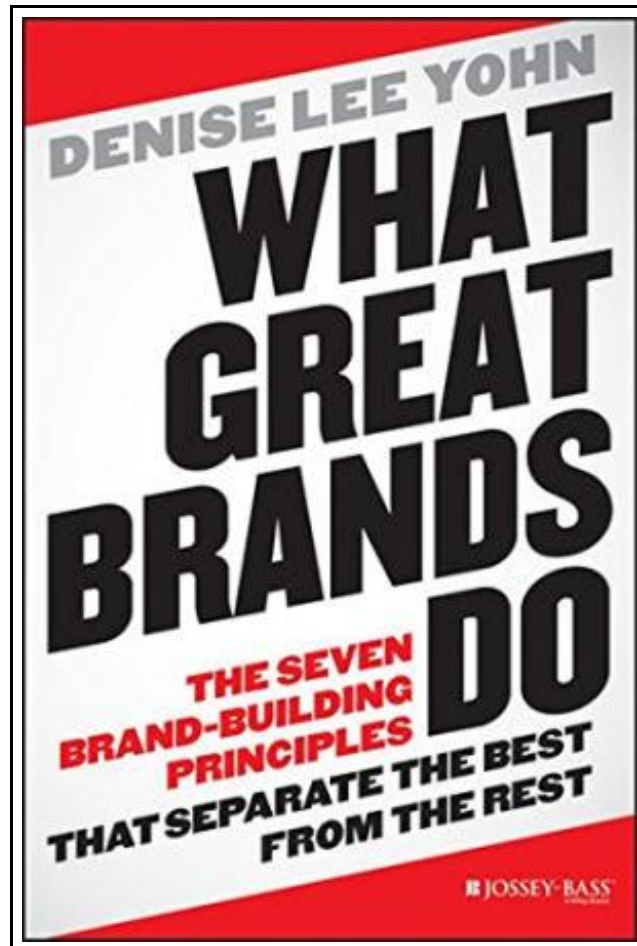


## What Great Brands Do: The Seven Brand-Building Principles That Separate the Best from the Rest



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