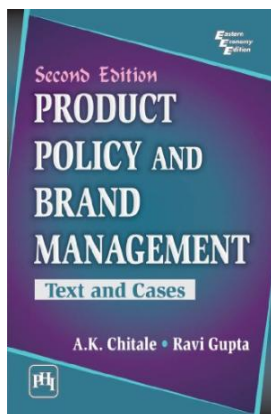


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## PRODUCT POLICY AND BRAND MANAGEMENT: TEXT AND CASES (2ND EDITION)



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