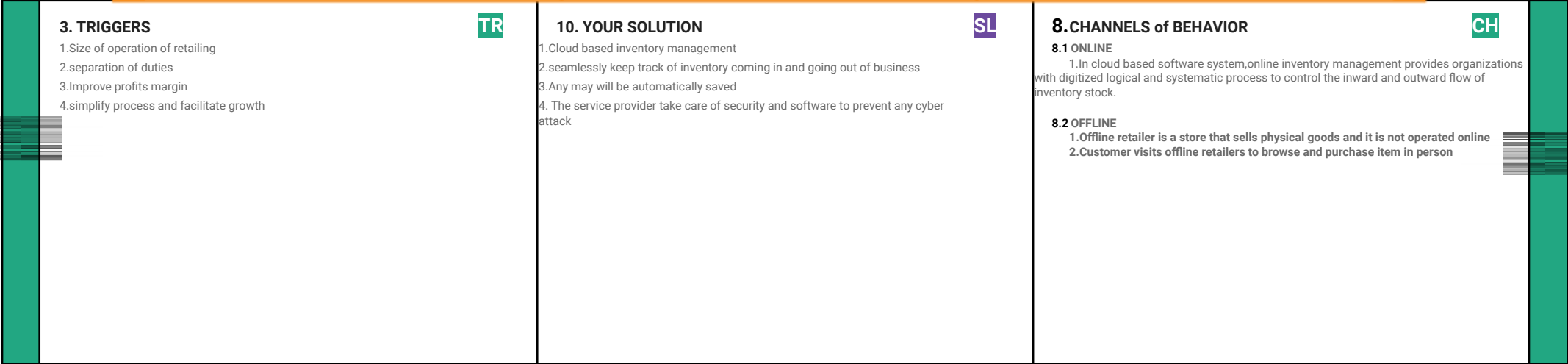


Focus on J&P, tap into BE, understand RC

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	<div data-bbox="152 65 454 89" data-label="Section-Header"><p>4. EMOTIONS: BEFORE / AFTER</p></div> <div data-bbox="152 97 616 135" data-label="Text"><p>BEFORE:They look up into help section when they face a problem. AFTER: they run the risk of losing sales during the stockout</p></div>			
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