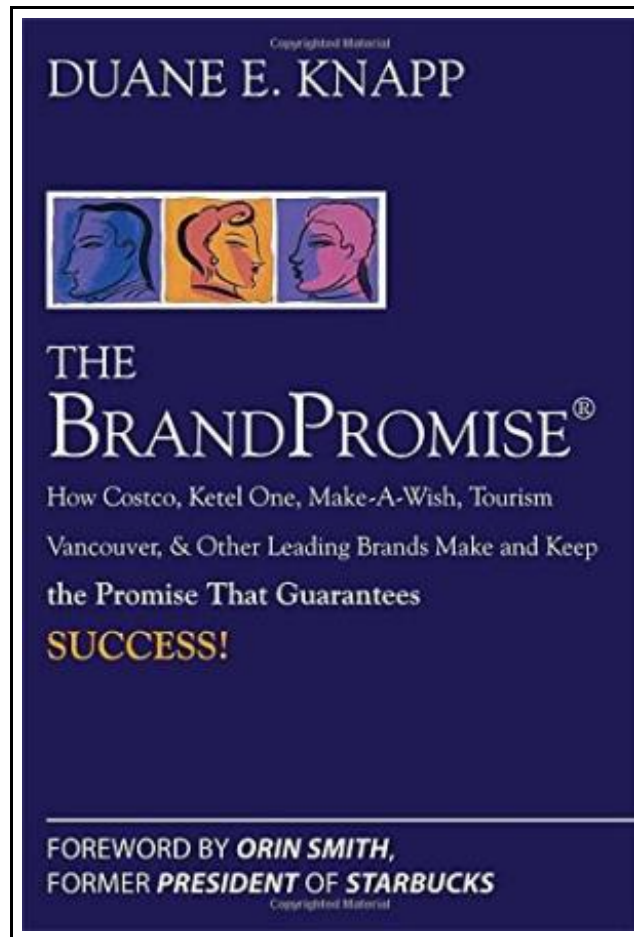


## The Brand Promise: How Ketel One, Costco, Make-A-Wish, Tourism Vancouver, and Other Leading Brands Make and Keep the Promise That Guarantees Success



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