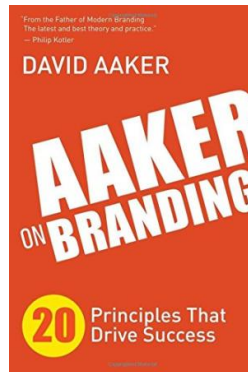


Aaker on Branding: 20 Principles That Drive Success



Book Review

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