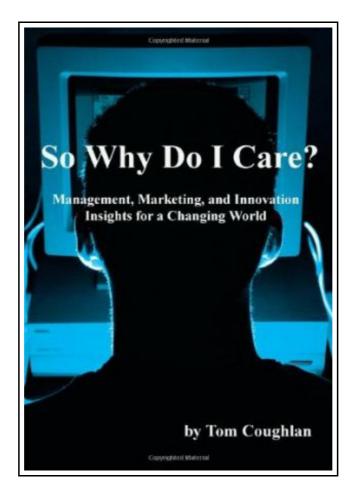
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SO WHY DO I CARE? MANAGEMENT, MARKETING, AND INNOVATION INSIGHTS FOR A CHANGING WORLD



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