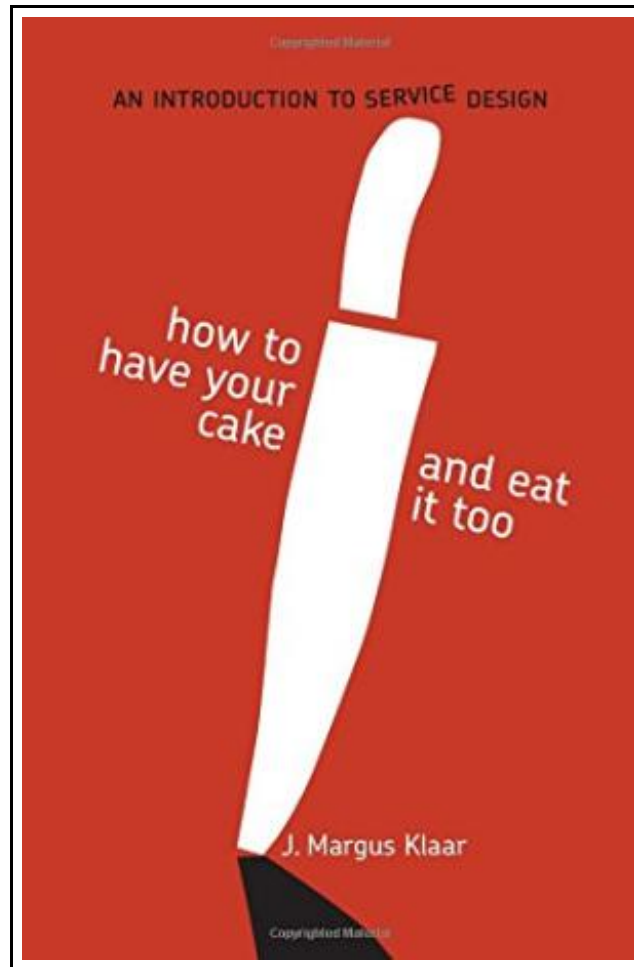


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HOW TO HAVE YOUR CAKE AND EAT IT TOO: AN INTRODUCTION TO SERVICE DESIGN

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