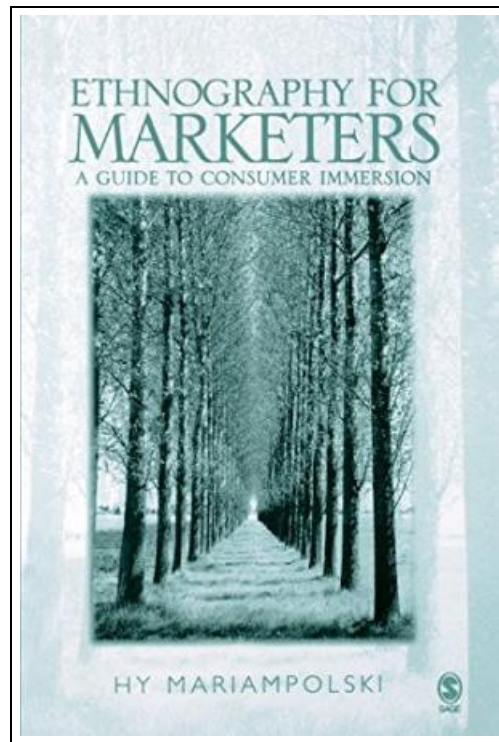


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ETHNOGRAPHY FOR MARKETERS: A GUIDE TO CONSUMER IMMERSION

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