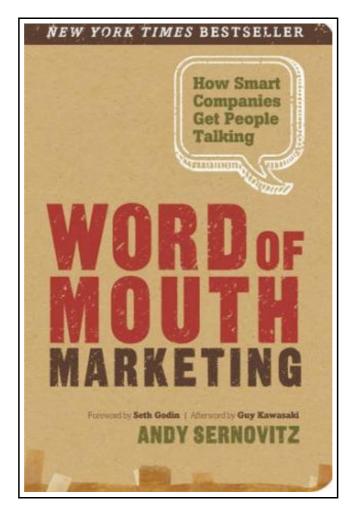
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WORD OF MOUTH MARKETING: HOW SMART COMPANIES GET PEOPLE TALKING



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