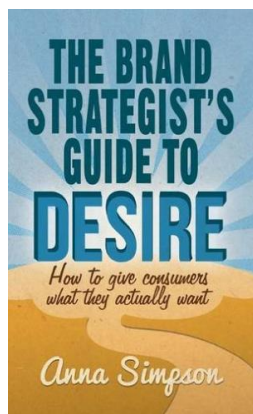


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THE BRAND STRATEGIST'S GUIDE TO DESIRE: HOW TO GIVE CONSUMERS WHAT THEY ACTUALLY WANT



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- Authored by Simpson, Anna
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