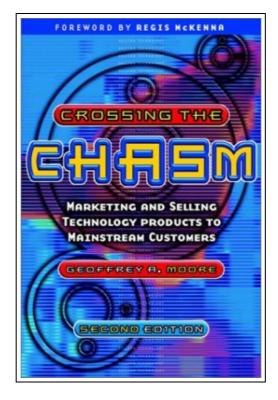
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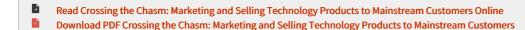
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CROSSING THE CHASM: MARKETING AND SELLING TECHNOLOGY PRODUCTS TO MAINSTREAM CUSTOMERS



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