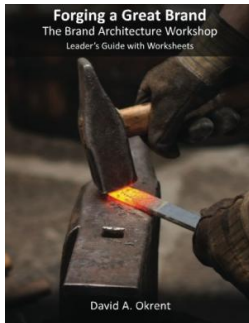


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FORGING A GREAT BRAND - THE BRAND ARCHITECTURE WORKSHOP: LEADER S GUIDE AND WORKSHEETS



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