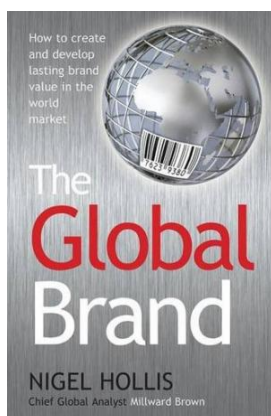


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THE GLOBAL BRAND: HOW TO CREATE AND DEVELOP LASTING BRAND VALUE IN THE WORLD MARKET



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