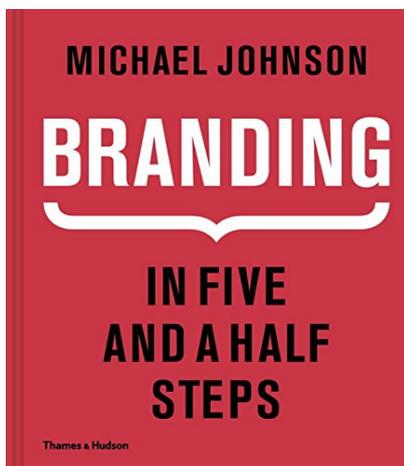# Branding: In Five and a Half Steps PDF

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