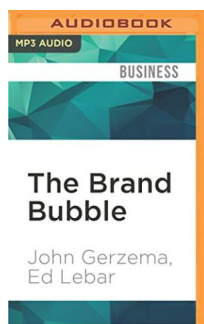


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THE BRAND BUBBLE: THE LOOMING CRISIS IN BRAND VALUE AND HOW TO AVOID IT



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- Authored by John Gerzema
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