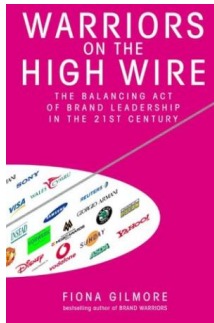


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WARRIORS ON THE HIGH WIRE: THE BALANCING ACT OF BRAND LEADERSHIP IN THE 21ST CENTURY



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