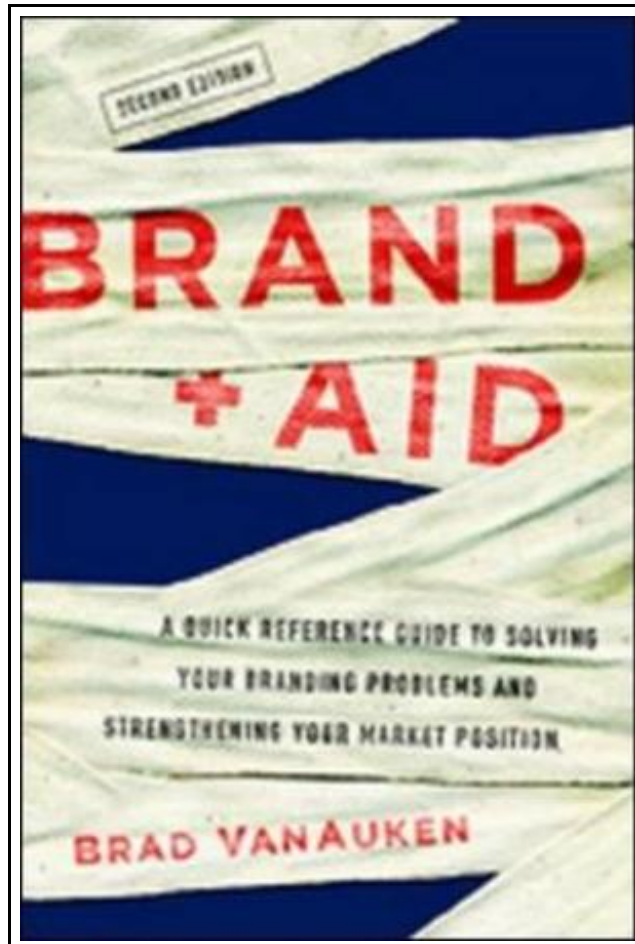


## Brand Aid: A Quick Reference Guide to Solving Your Branding Problems and Strengthening Your Market Position (2nd Revised edition)



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