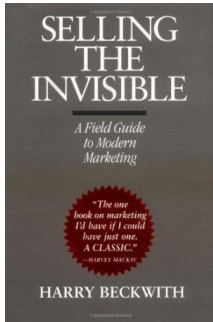


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SELLING THE INVISIBLE: A FIELD GUIDE TO MODERN MARKETING



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