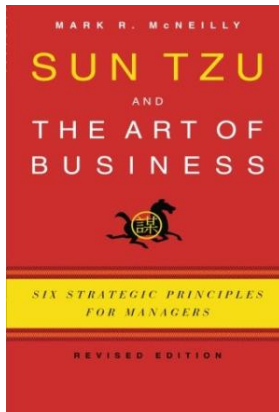


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- Authored by Adjunct Professor of Marketing Mark R McNeilly
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