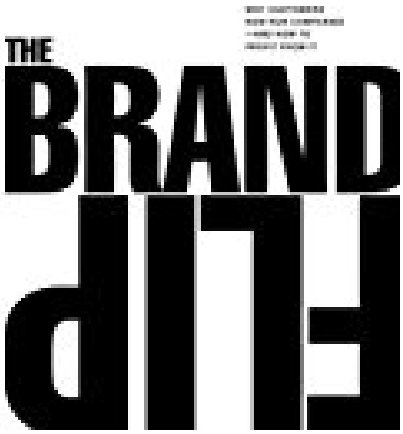
The Brand Flip Why customers now run companies and how to profit from it Voices That Matter



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