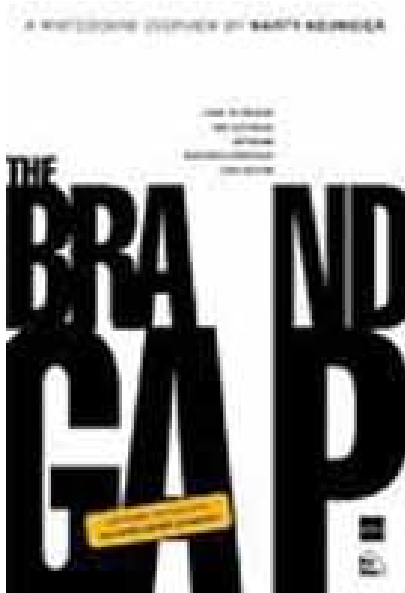# The Brand Gap: How To Bridge The Distance Between Business Strategy And Design PDF

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