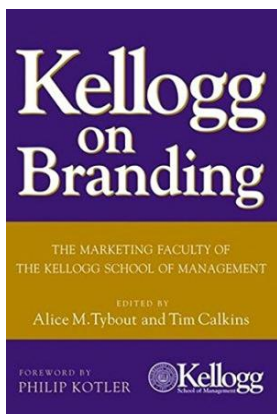


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KELLOGG ON BRANDING: THE MARKETING FACULTY OF THE KELLOGG SCHOOL OF MANAGEMENT



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