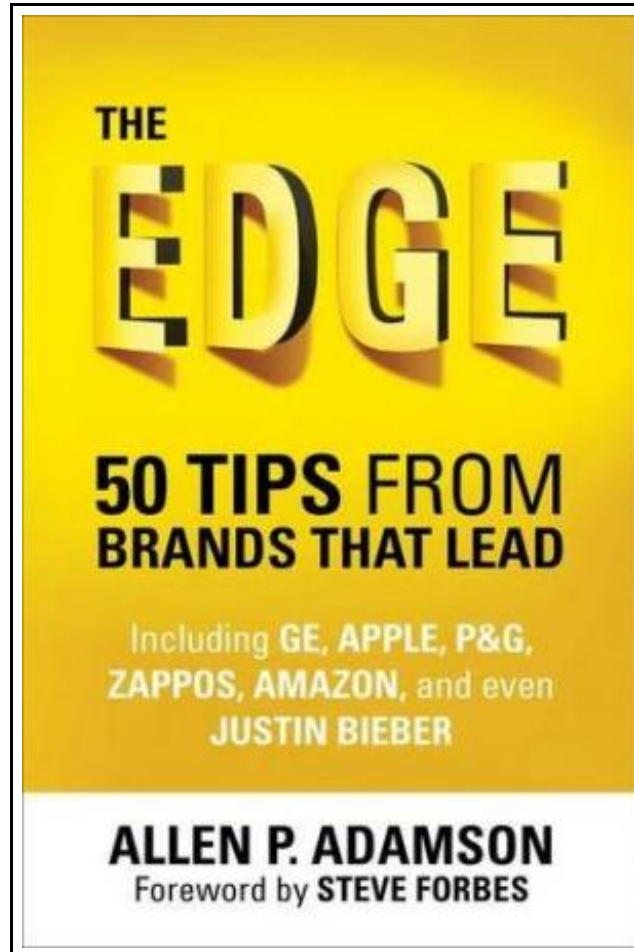# The Edge: 50 Tips from Brands That Lead (Hardback)

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