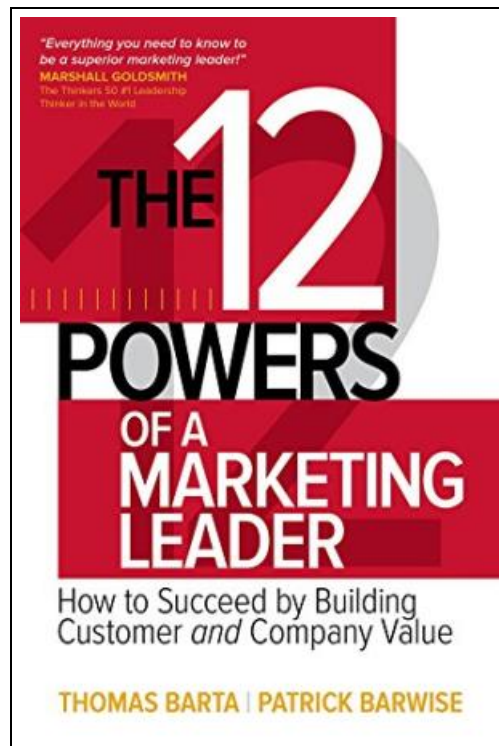


## The 12 Powers of a Marketing Leader: How to Succeed by Building Customer and Company Value



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