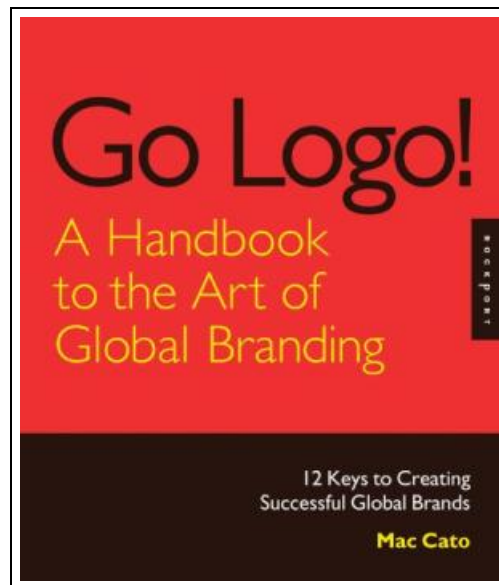# Go Logo! A Handbook to the Art of Global Branding: 12 Keys to Creating Successful Global Brands

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