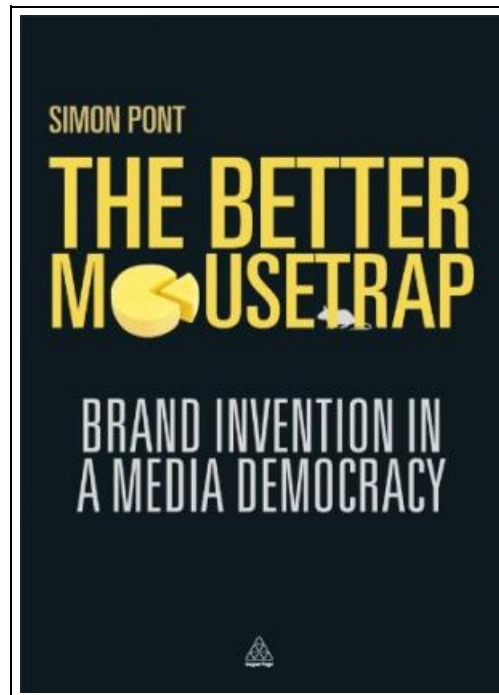


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THE BETTER MOUSETRAP: BRAND INVENTION IN A MEDIA DEMOCRACY

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