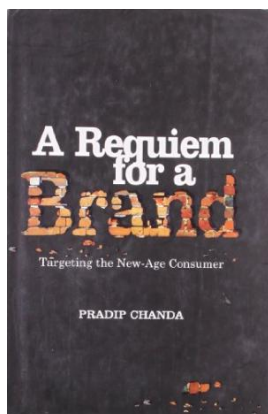


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A REQUIEM FOR A BRAND: TARGETING THE NEW-AGE CONSUMER



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