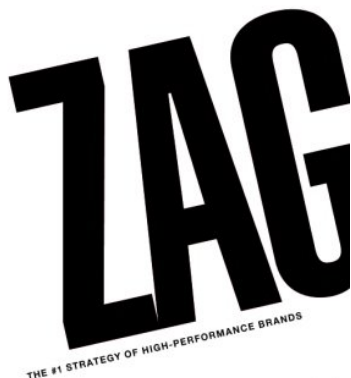


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A WHITEBOARD OVERVIEW BY MARTY NEUMEIER
AUTHOR OF THE BRAND GAP



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