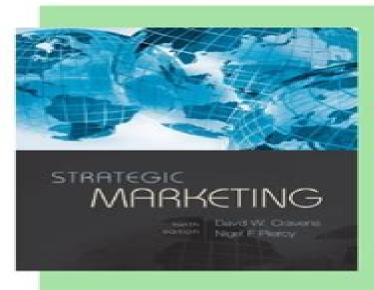
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Chapter 1

Imperatives for Market-Driven Strategy

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