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²here we go

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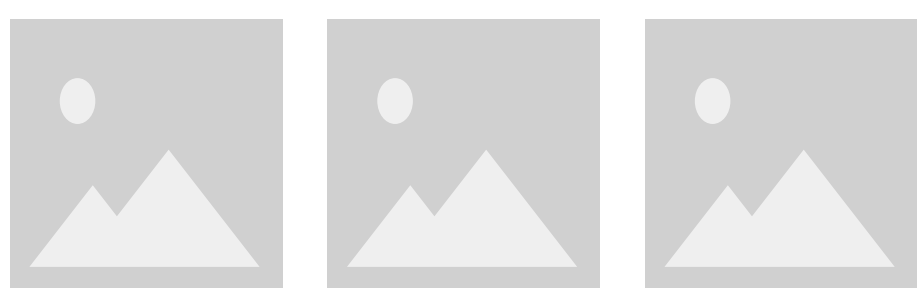
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References

- [1]. Aaker, D. A. "Managing Brand Equity: Capitalizing on the value of a Brand Name." *The Free Press, New York, 1991.*
[2]. Aaker, D. A. "Managing Brand Equity: Capitalizing on the value of a Brand Name." *The Free Press, New York, 1991.*
[3]. Aaker, D. A. "Managing Brand Equity: Capitalizing on the value of a Brand Name." *The Free Press, New York, 1991.*

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