THREATS RELEVANCE STRATEGIES THAT WORK DAVID AAKER JB JOSSEY-BASS

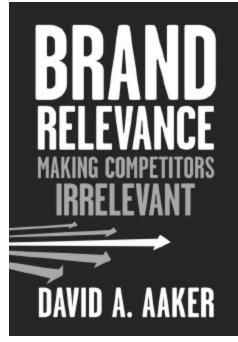
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About the Author