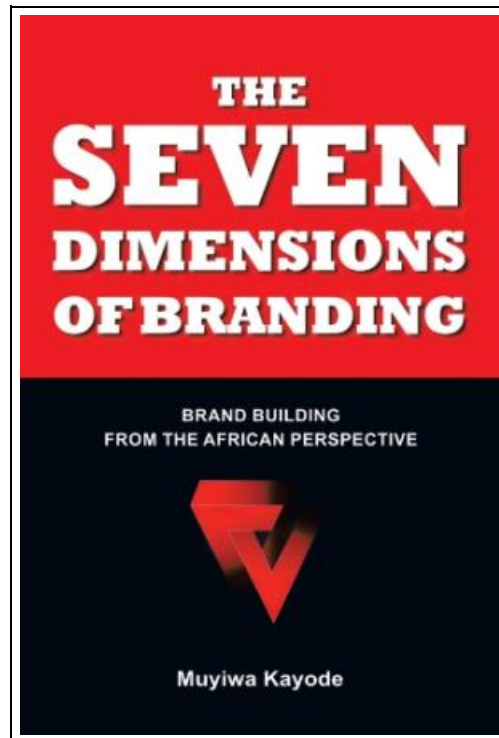


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THE SEVEN DIMENSIONS OF BRANDING: BRAND BUILDING FROM THE AFRICAN PERSPECTIVE



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