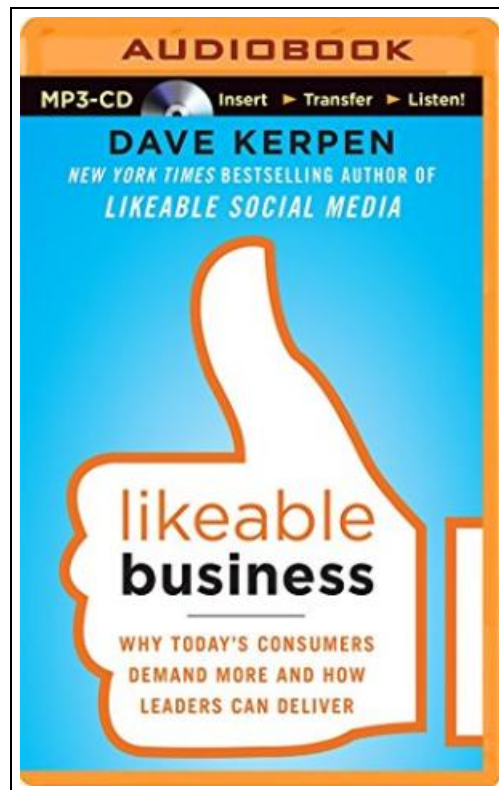


## Likeable Business: Why Today s Consumers Demand More and How Leaders Can Deliver



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