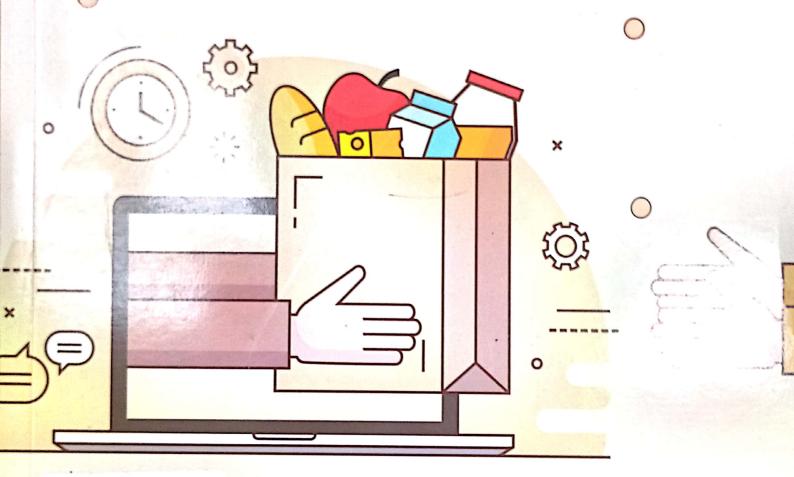


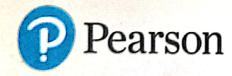
A STRATEGIC APPROACH



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BARRY BERMAN JOEL R. EVANS PATRALI CHATTERJEE RITU SRIVASTAVA



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