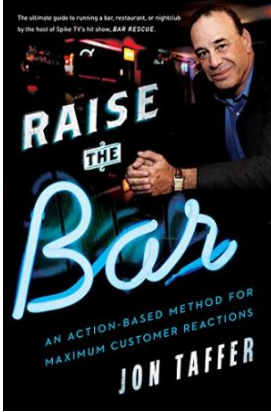


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## RAISE THE BAR: AN ACTION-BASED METHOD FOR MAXIMUM CUSTOMER REACTIONS (HARDBACK)



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