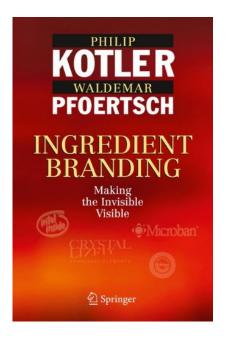
## Ingredient Branding: Making the Invisible Visible PDF



by by Philip Kotler: **Ingredient Branding: Making the Invisible Visible** 

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