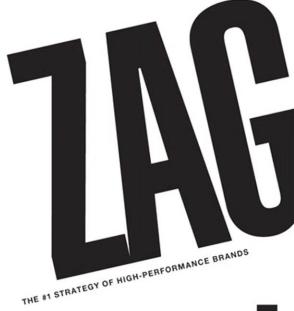
A WHITEBOARD OVERVIEW BY MARTY NEUMEIER AUTHOR OF THE BRAND GAP







ZAG: The #1 Strategy of High-Performance Brands

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