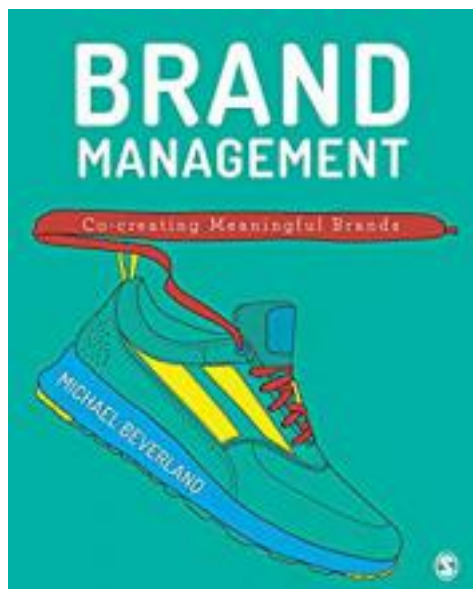


## [Brand management : co-creating meaningful brands \[1\]](#)



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