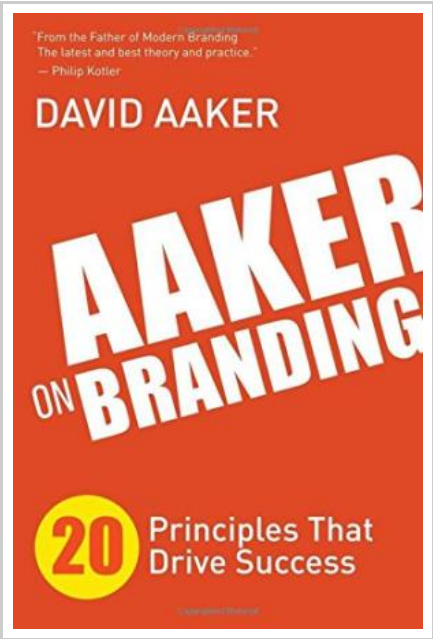

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By David Aaker

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