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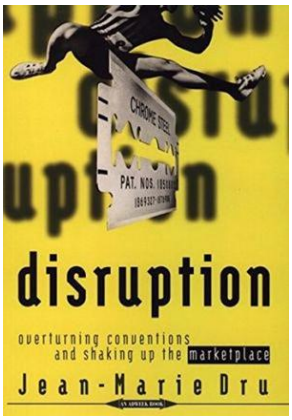
DISRUPTION: OVERTURNING CONVENTIONS AND SHAKING UP THE MARKETPLACE



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