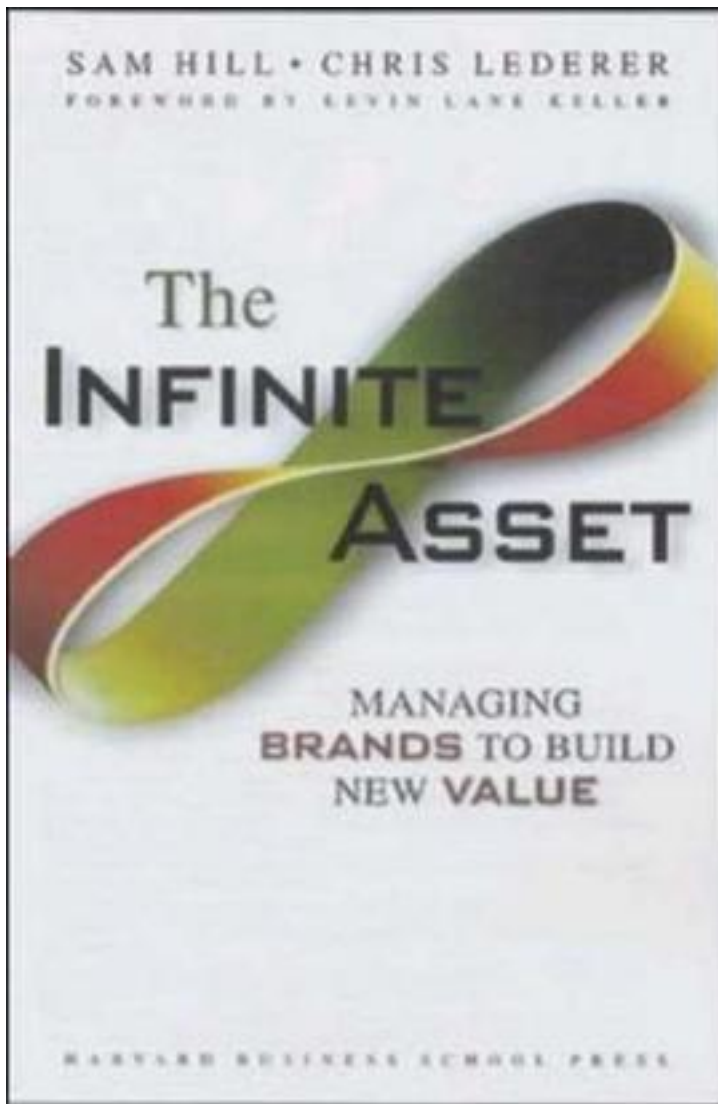


The Infinite Asset



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Remember when brand management was as straightforward as promoting a single product or service? Today, brands mingle so much-McDonald ' s and Disney partner on promotional giveaways, Subaru markets an L

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