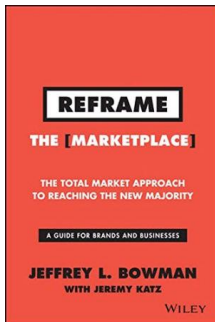


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## REFRAME THE MARKETPLACE: THE TOTAL MARKET APPROACH TO REACHING THE NEW MAJORITY



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- Authored by Jeffrey L. Bowman, Jeremy Katz
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