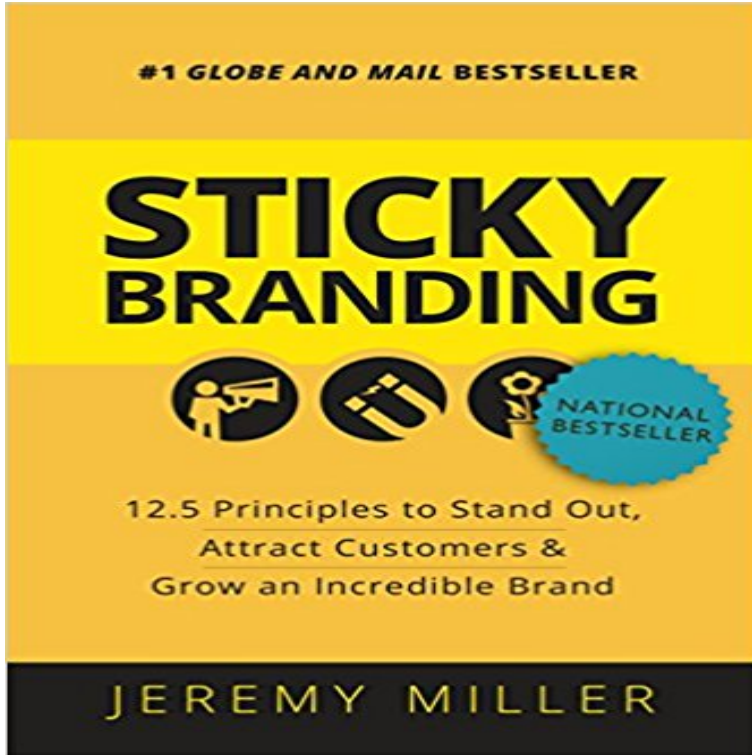


# Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand



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