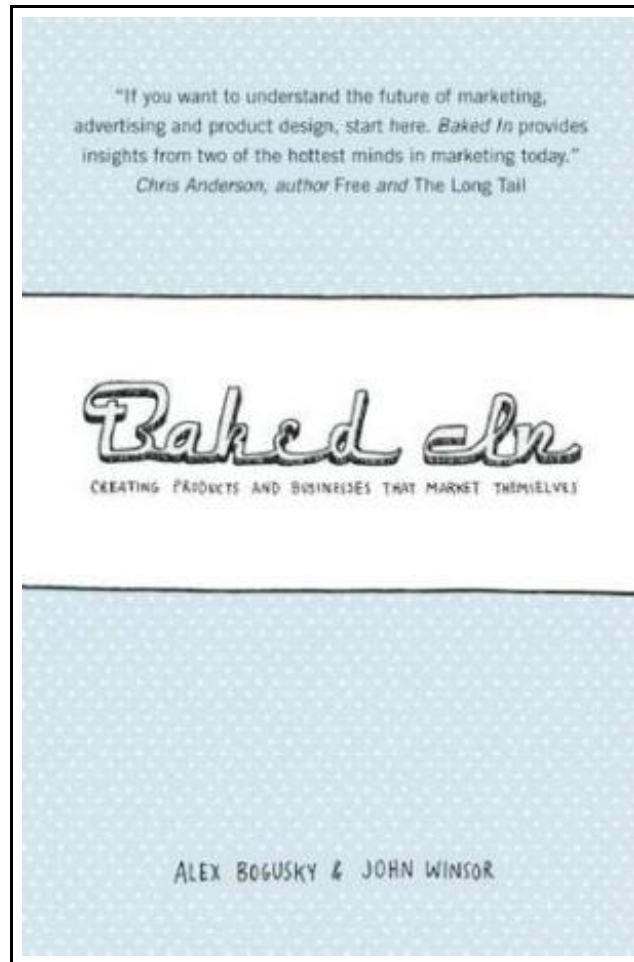


## Baked in: Creating Products and Businesses That Market Themselves



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