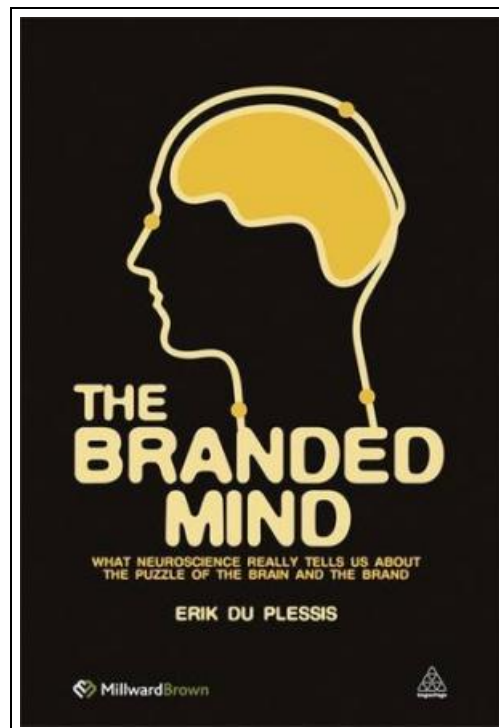


## The Branded Mind: What Neuroscience Really Tells Us About the Puzzle of the Brain and the Brand



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