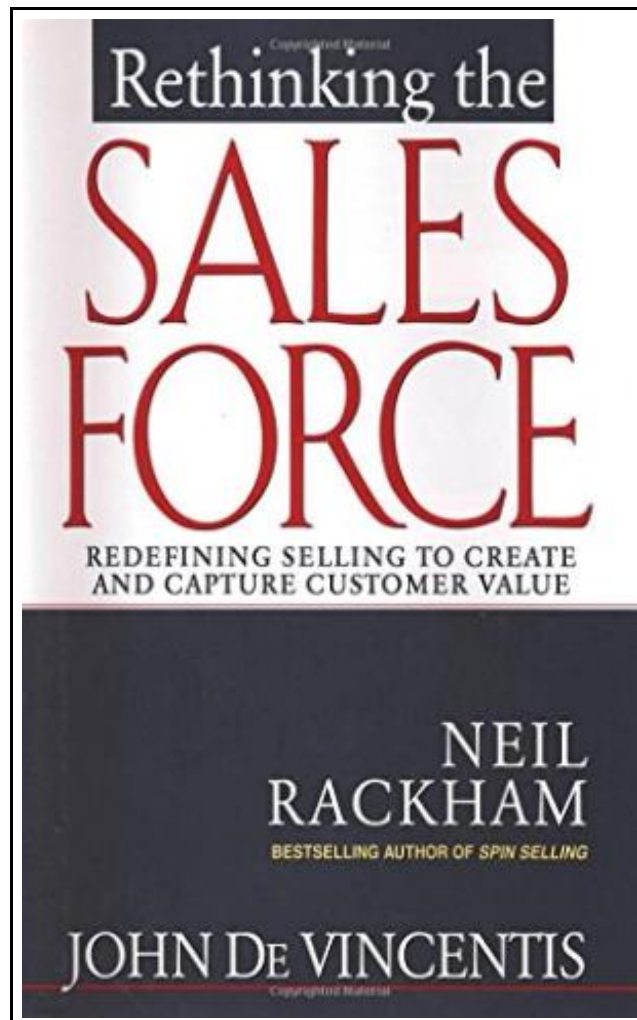


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RETHINKING THE SALES FORCE: REDEFINING SELLING TO CREATE AND CAPTURE CUSTOMER VALUE



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