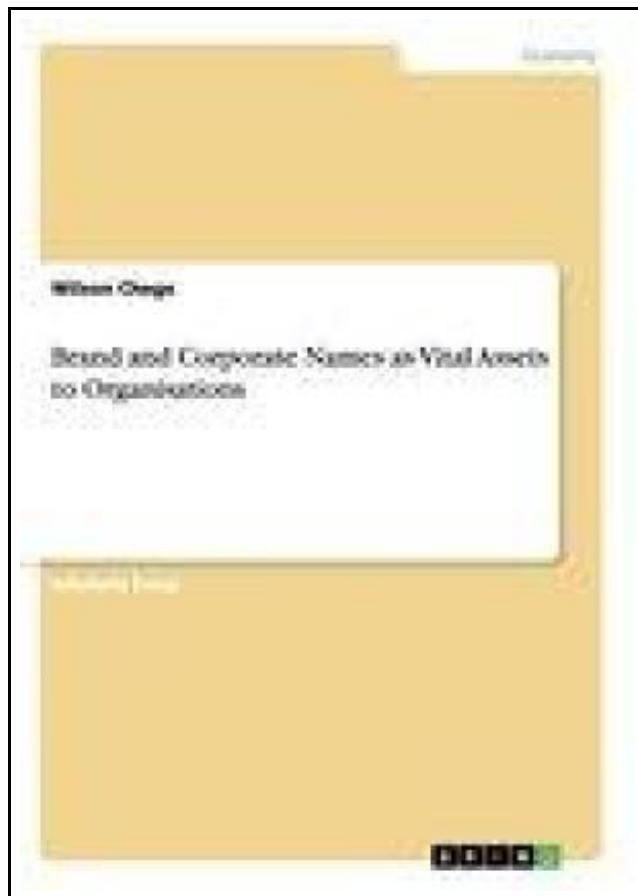


## Brand and Corporate Names as Vital Assets to Organisations



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