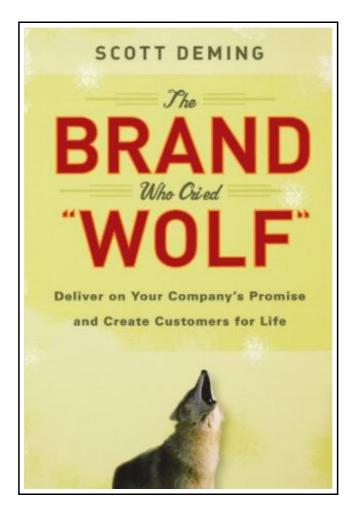
## The Brand Who Cried Wolf: Deliver on Your Company's Promise and Create Customers for Life



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