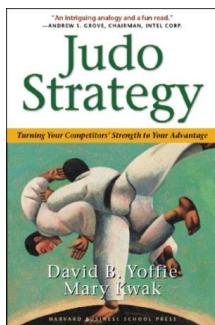


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- Authored by David B. Yoffie, Mary Kwak, Harvard Business School
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