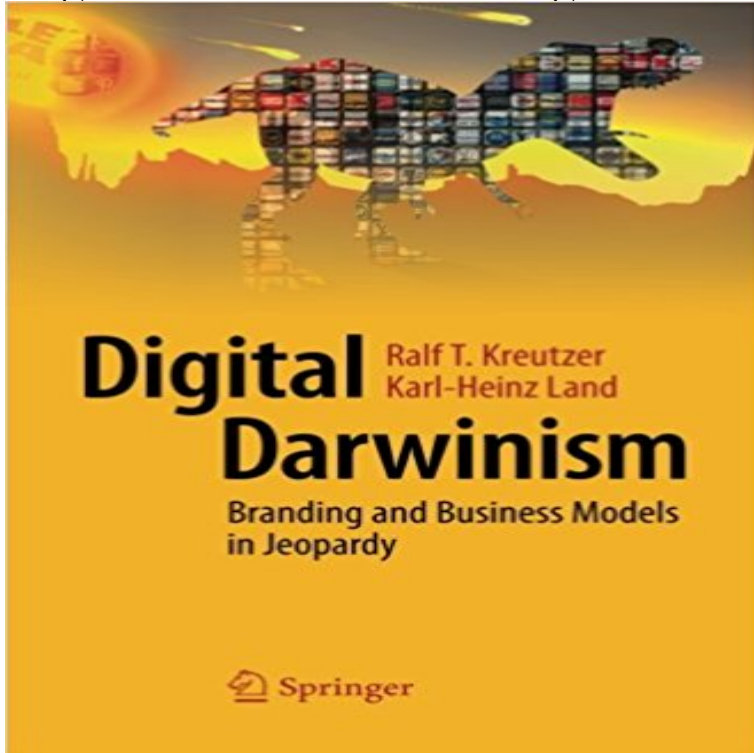


## Digital Darwinism: Branding and Business Models in Jeopardy



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