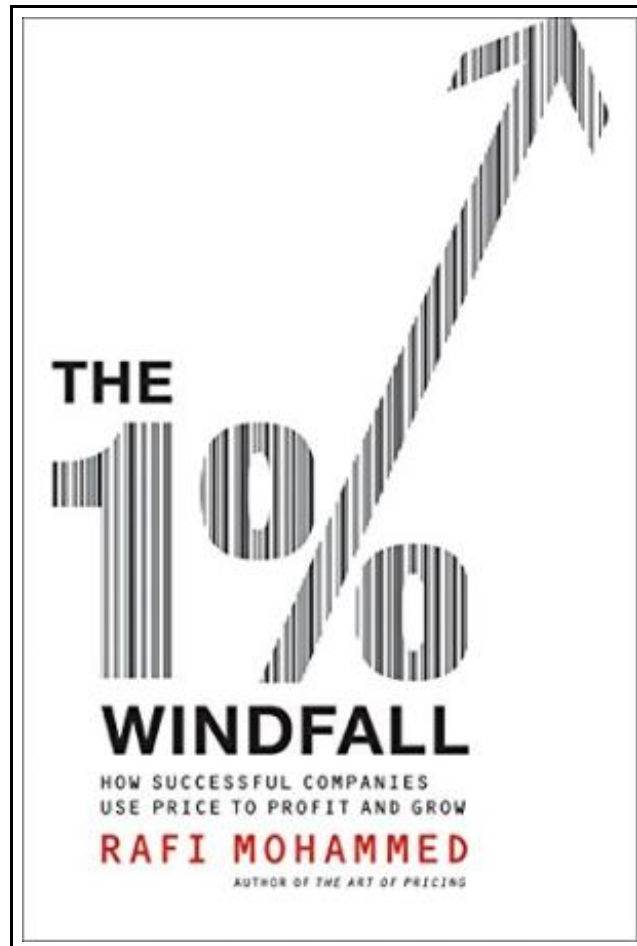


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## THE 1% WINDFALL: HOW SUCCESSFUL COMPANIES USE THE POWER OF PRICING

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