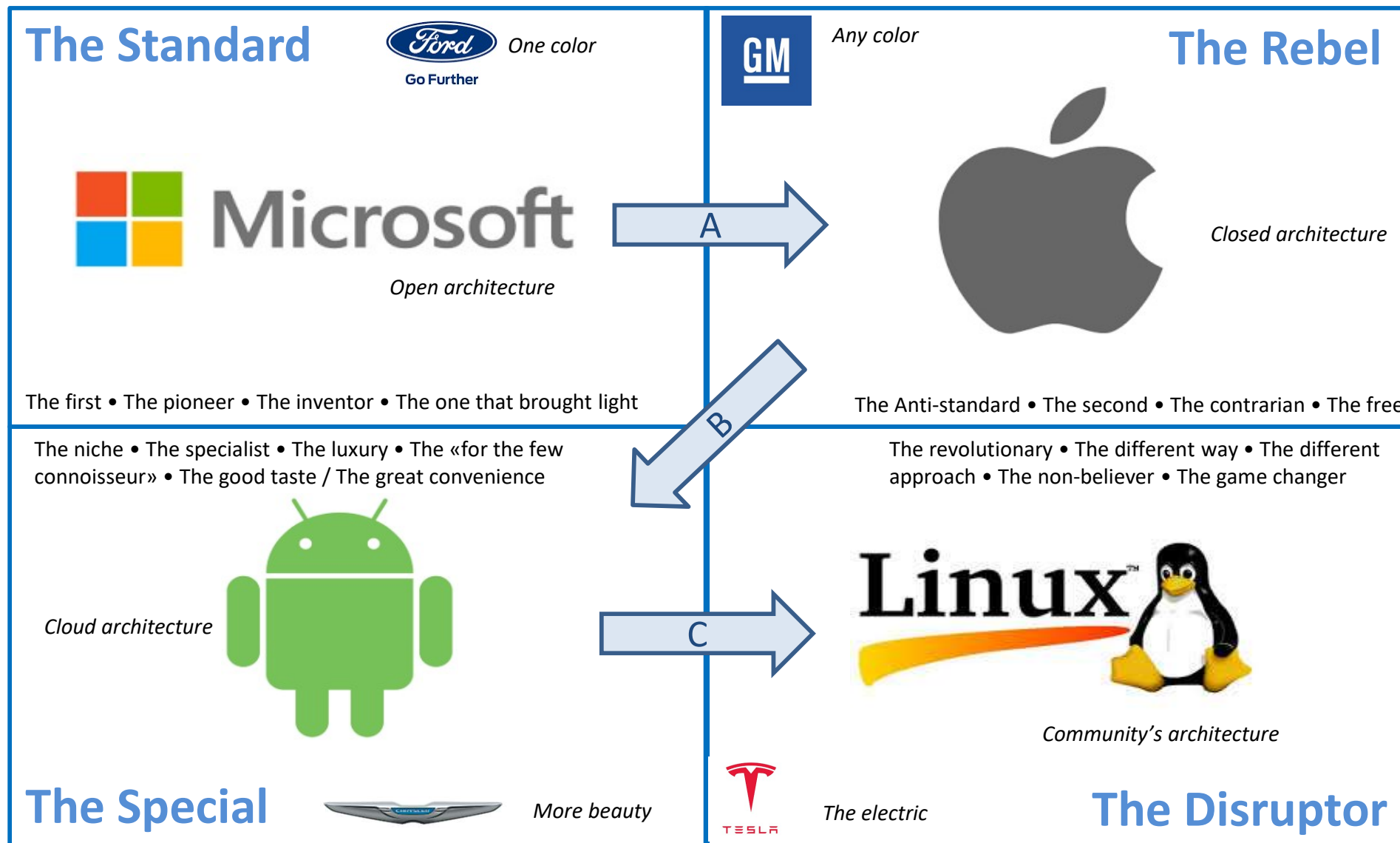


The 4 positions of brands (and their evolutionary path)

The 4 positions of a brand:



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