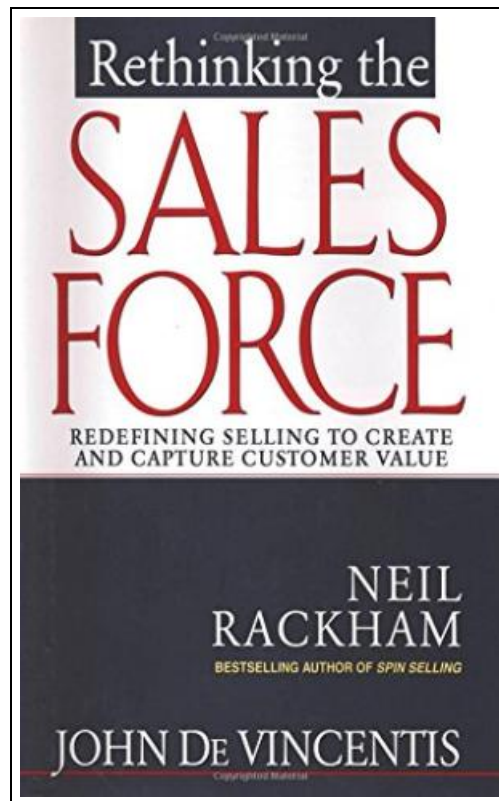


## Rethinking the Sales Force: Redefining Selling to Create and Capture Customer Value



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