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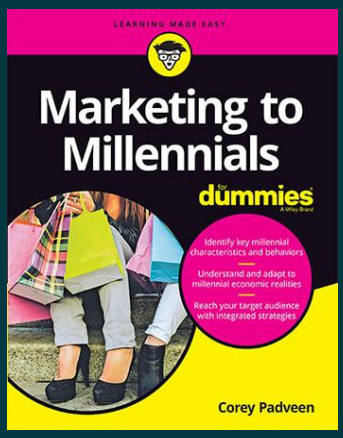

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By Corey Padveen

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About the Author

Corey Padveen

Corey Padveen is a globally-recognized leader in the field of marketing economics and data. He is the principal theorist behind the concepts of Social Equity and ResponsiveBranding

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