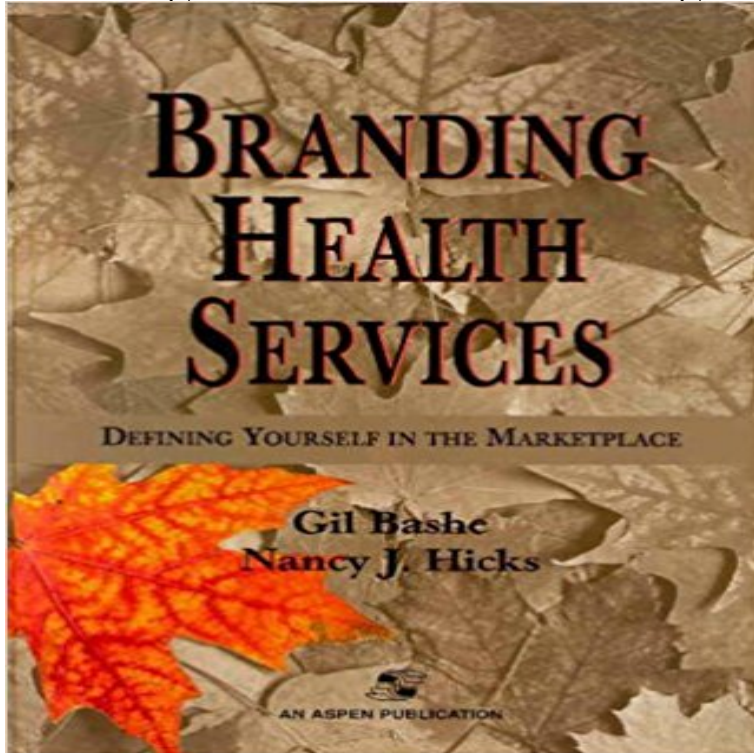


Branding Health Services: Defining Yourself in the Marketplace



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