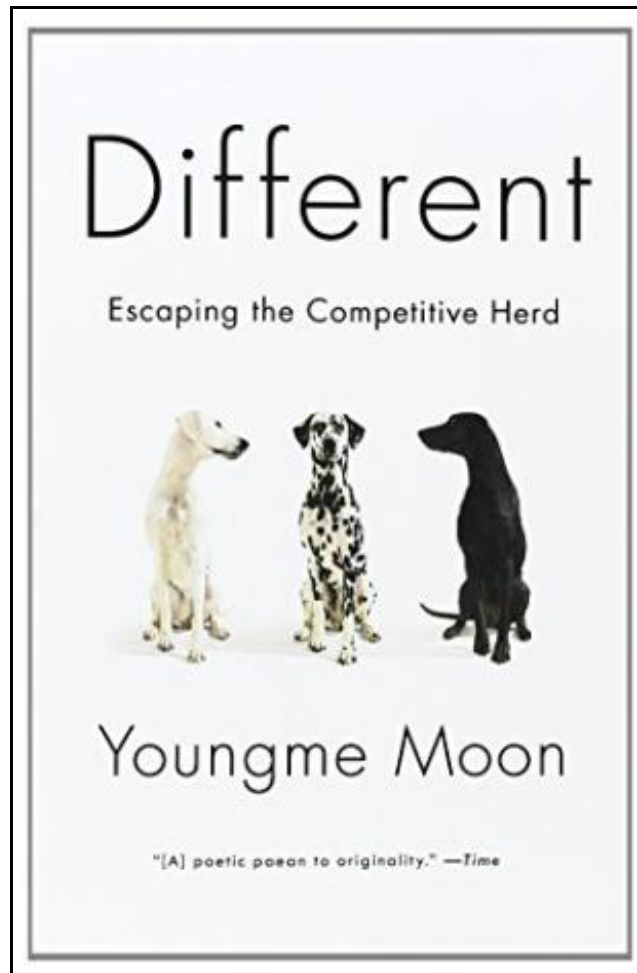


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DIFFERENT: ESCAPING THE COMPETITIVE HERD



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