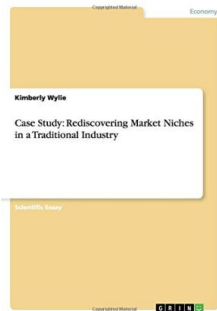


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CASE STUDY: REDISCOVERING MARKET NICHEs IN A TRADITIONAL INDUSTRY



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