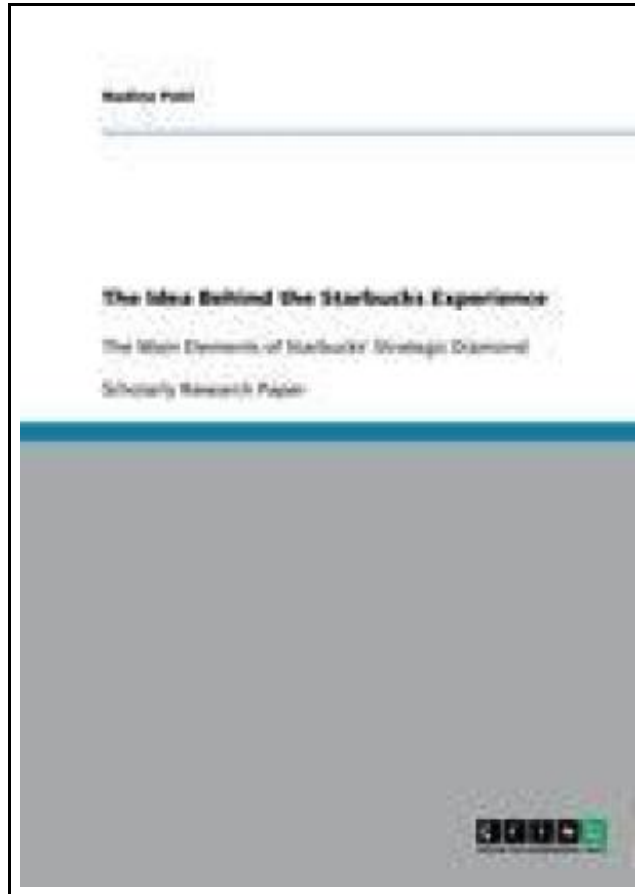


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THE IDEA BEHIND THE STARBUCKS EXPERIENCE



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