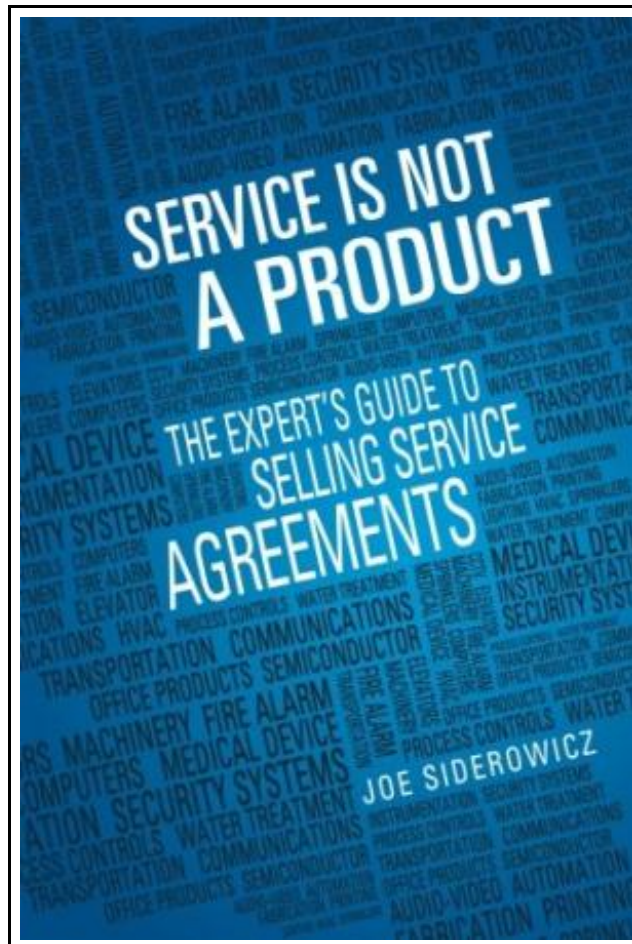


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SERVICE IS NOT A PRODUCT: THE EXPERTS GUIDE TO SELLING SERVICE AGREEMENTS



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