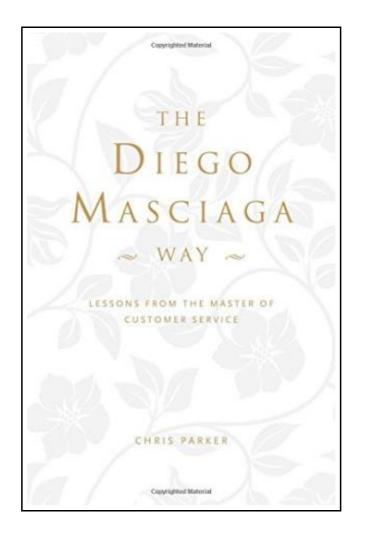
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THE DIEGO MASCIAGA WAY: LESSONS FROM THE MASTER OF CUSTOMER SERVICE



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