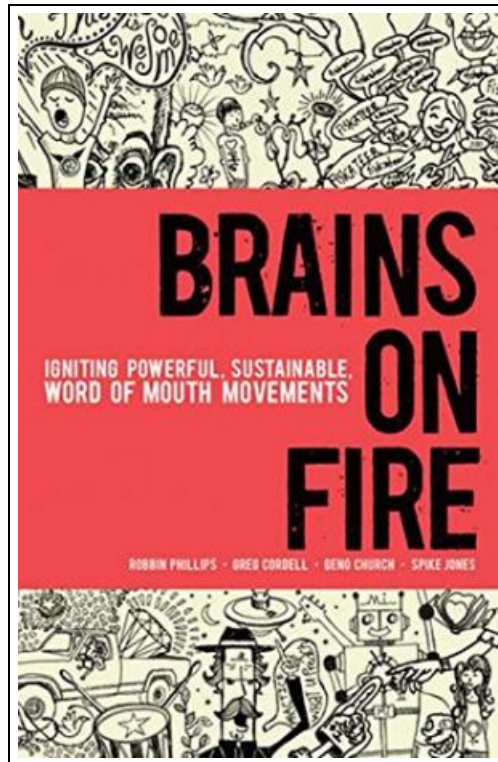


## Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements



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