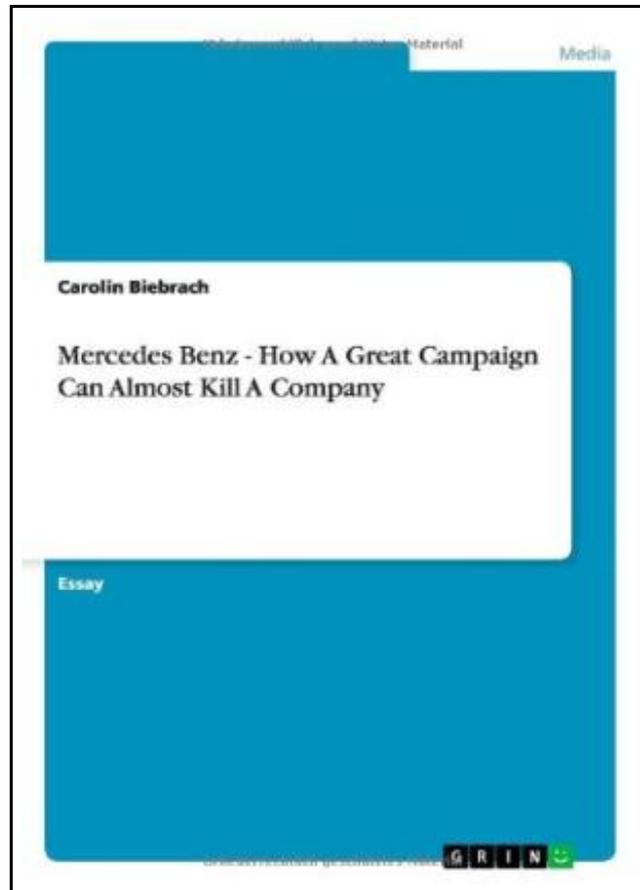


## Mercedes Benz - How a Great Campaign Can Almost Kill a Company



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