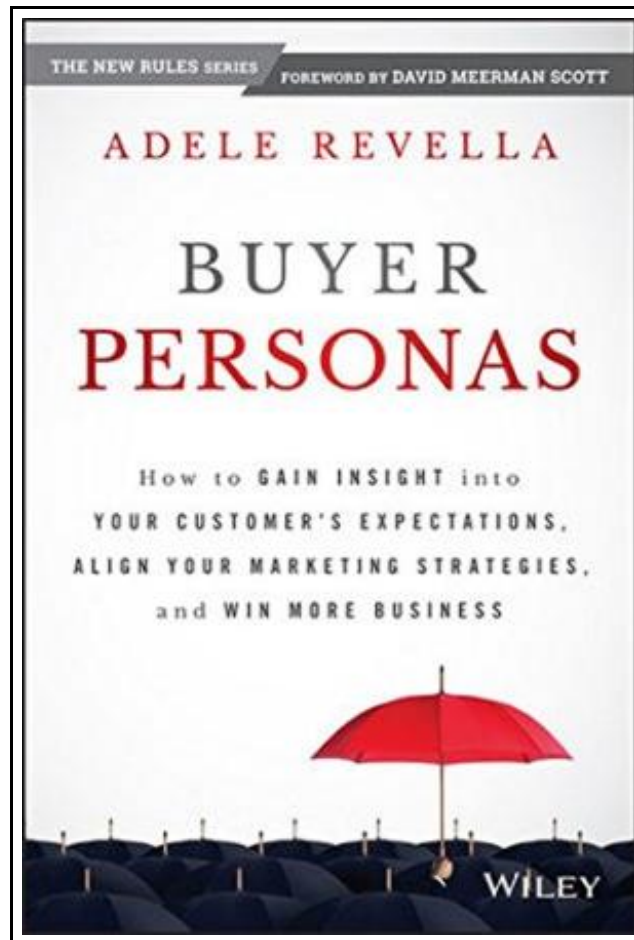


## Buyer Personas: How to Gain Insight into Your Customer's Expectations, Align Your Marketing Strategies, and Win More Business



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