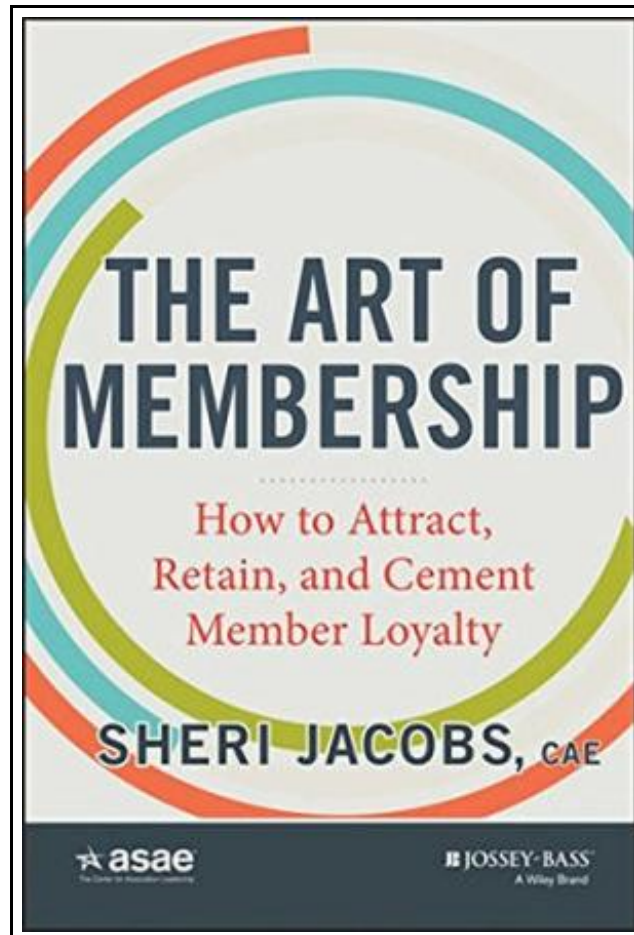


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## THE ART OF MEMBERSHIP: HOW TO ATTRACT, RETAIN AND CEMENT MEMBER LOYALTY

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