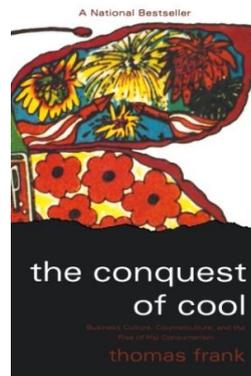


## The Conquest of Cool: Business Culture, Counterculture, and the Rise of Hip Consumerism



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