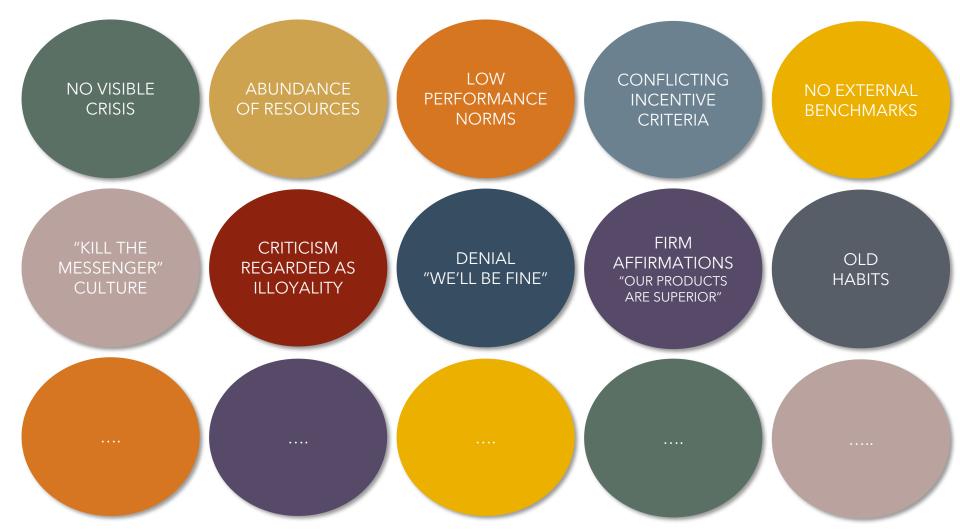
WHY CHANGE?

EXAMPLES OF WHY CHANGES FAIL I GUIDE





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