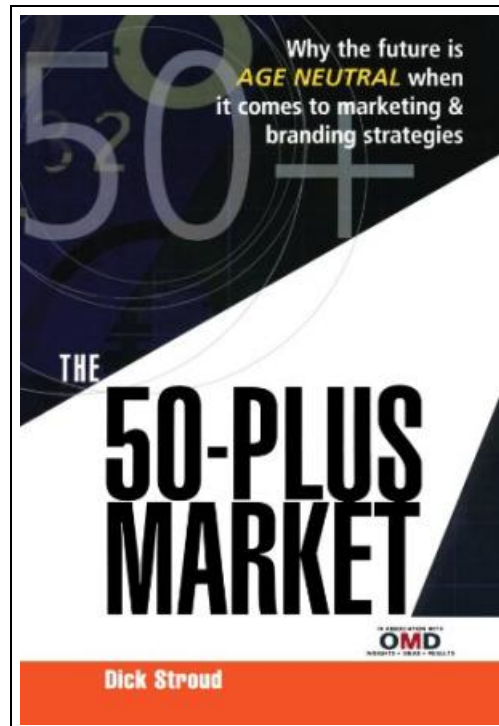


## The 50-Plus Market: Why the Future Is Age Neutral When It Comes to Marketing Branding Strategies



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