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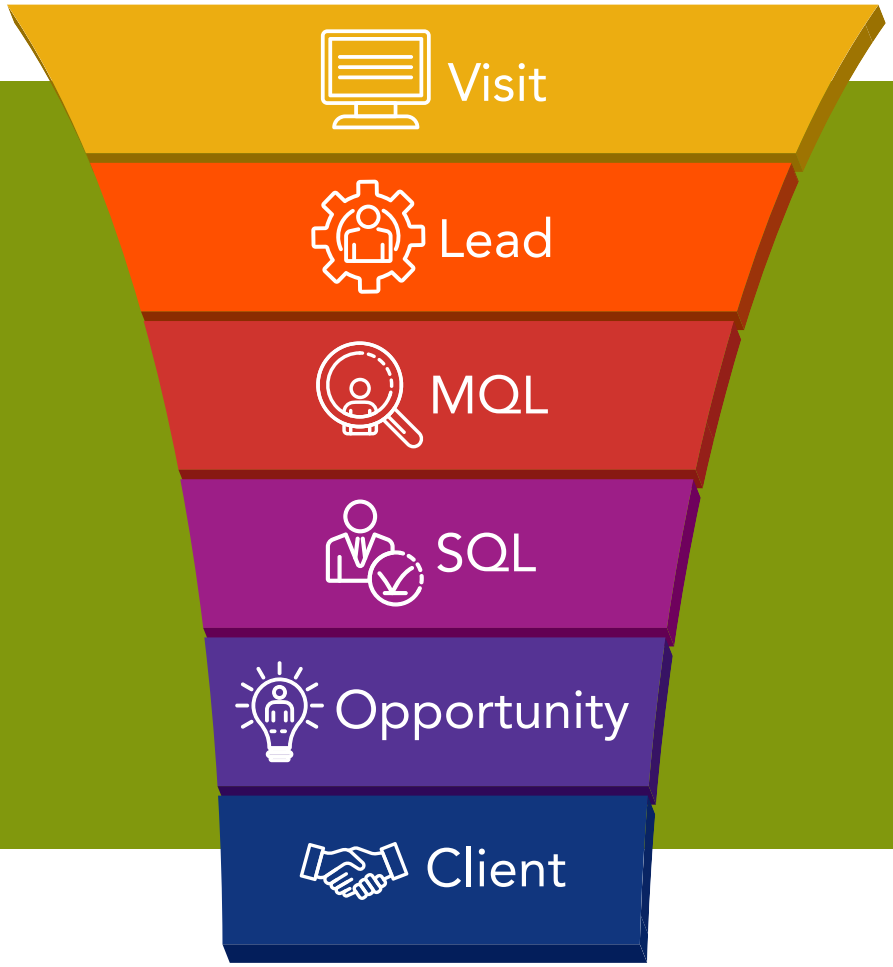
marketers + strategists

The **Buyer's Journey**
From the Buyer's Perspective

Lifecycle Stages
From the Marketer's Perspective