Customer Journey Map: Forbidden Fruit

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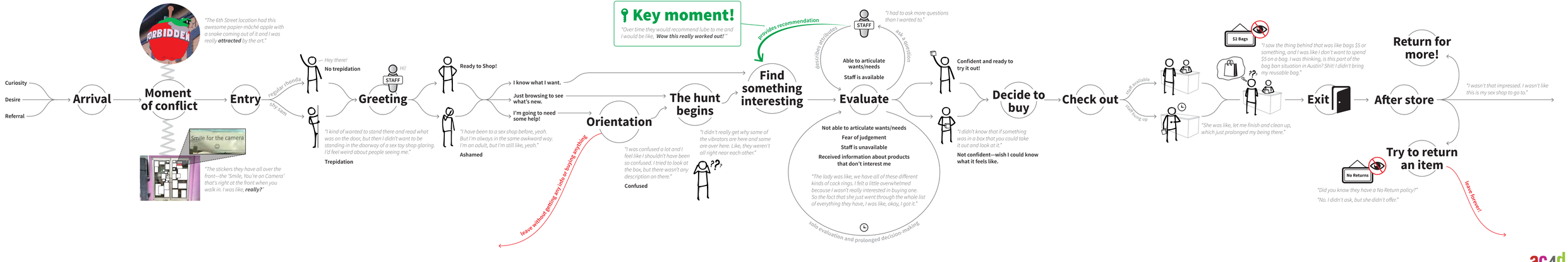
November 2015



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