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examines how and why consumers adopt brands.  
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3,000 case studies, the book explores the variables that drive consumers to participate in their favorite brands.

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The National Game Strategy for Participation and Development. Shares. Expand. The FA is committing £ 48million directly through its funding of the Football Foundation as well as investment in 100 new turf pitches and improvements to a further 2,000 as part of The FA ' s Pitch Improvement Plan. Further funds have also been dedicated to building ...

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### National Game Strategy for Participation

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