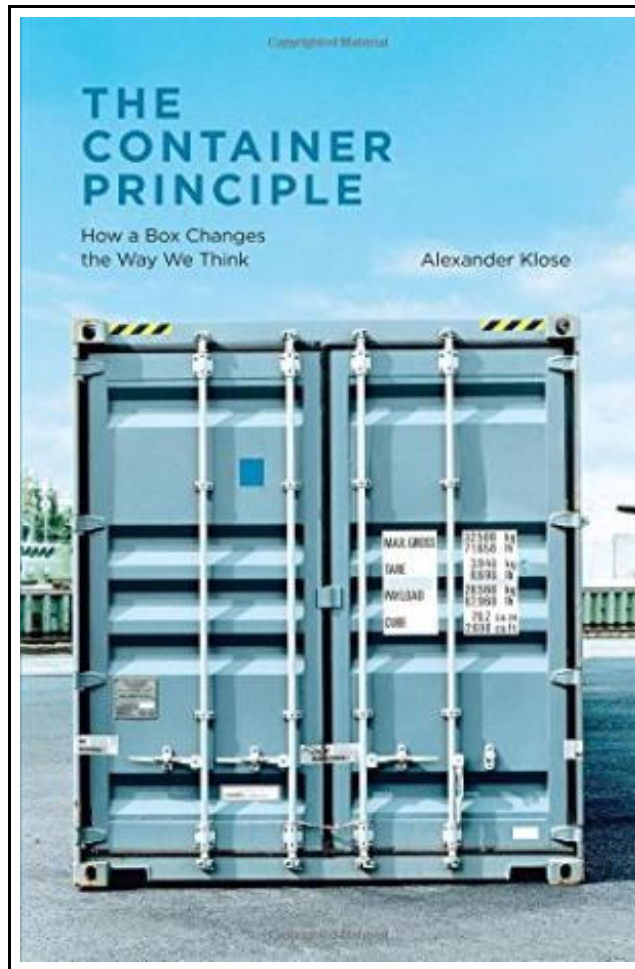


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THE CONTAINER PRINCIPLE: HOW A BOX CHANGES THE WAY WE THINK

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