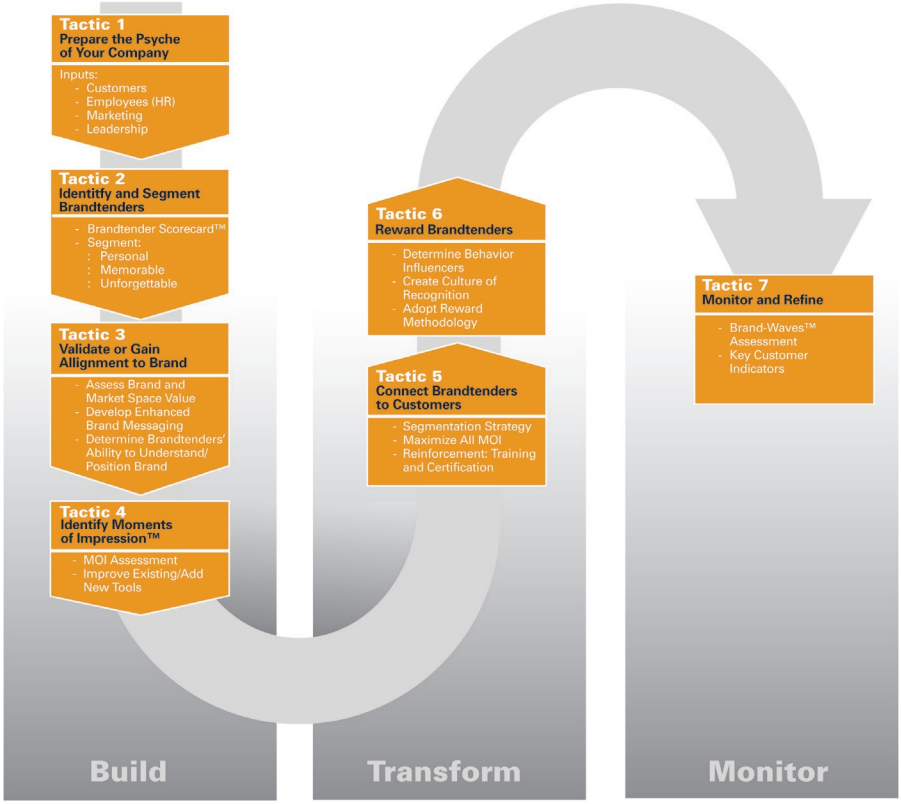THE BRANDTENDER MARKETING® (BTM) PROCESS