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By John Simmons

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Speed Read - Innocent: Building a brand Building a brand from nothing but fruit" which profiles the market-leading, UK-based premium fruit smoothie brand <http://www.warc.com/Pages/TopicsAndTrends/Features/Feature.aspx?q=%22speed+read%22&Area=&Page=4&Tab=&Filter=&ContentID=912&Sort=Date-Descending>

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<http://www.theguardian.com/business/2007/feb/18/theobserver.observerbusiness12>

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