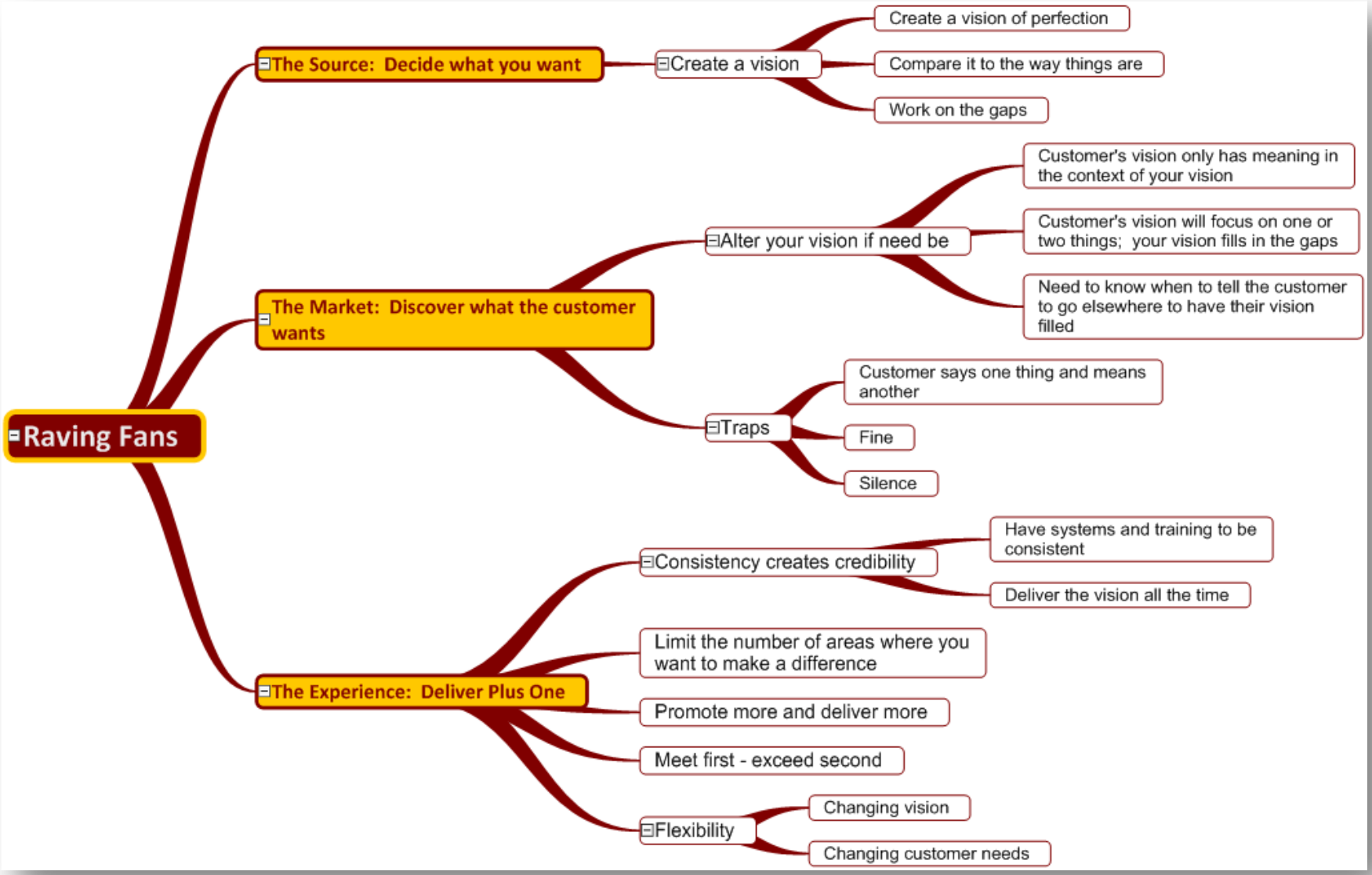# Mind Map of Raving Fans By Ken Blanchard, and Sheldon Bowles