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buntu on phones is a bold move from Canonical and they will need a lot of money for the marketing campaign. They can also start by forgetting or taking pictures of their phones in a bar, somewhere.

This is a really old tactic and it's not really effective anymore. Forgetting or spotting a phone in a bar might have been interesting a few years ago, but so many other companies did it that it's no longer an effecting tool.

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