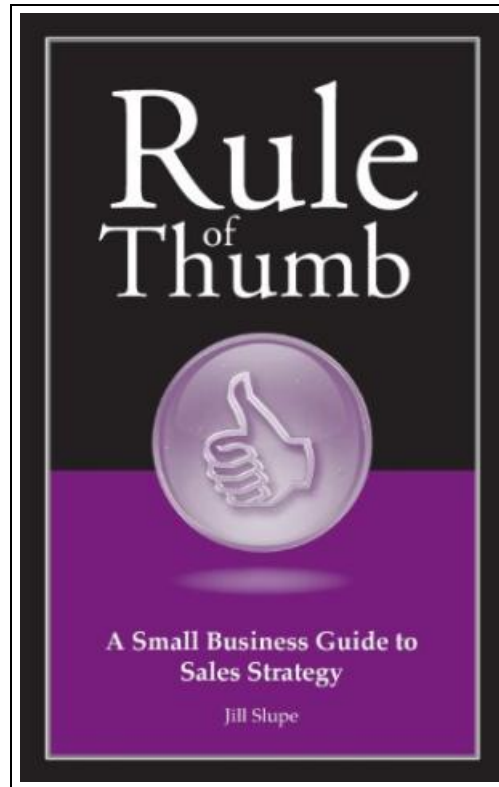


Rule of Thumb: A Guide to Sales Strategy



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