



1



2



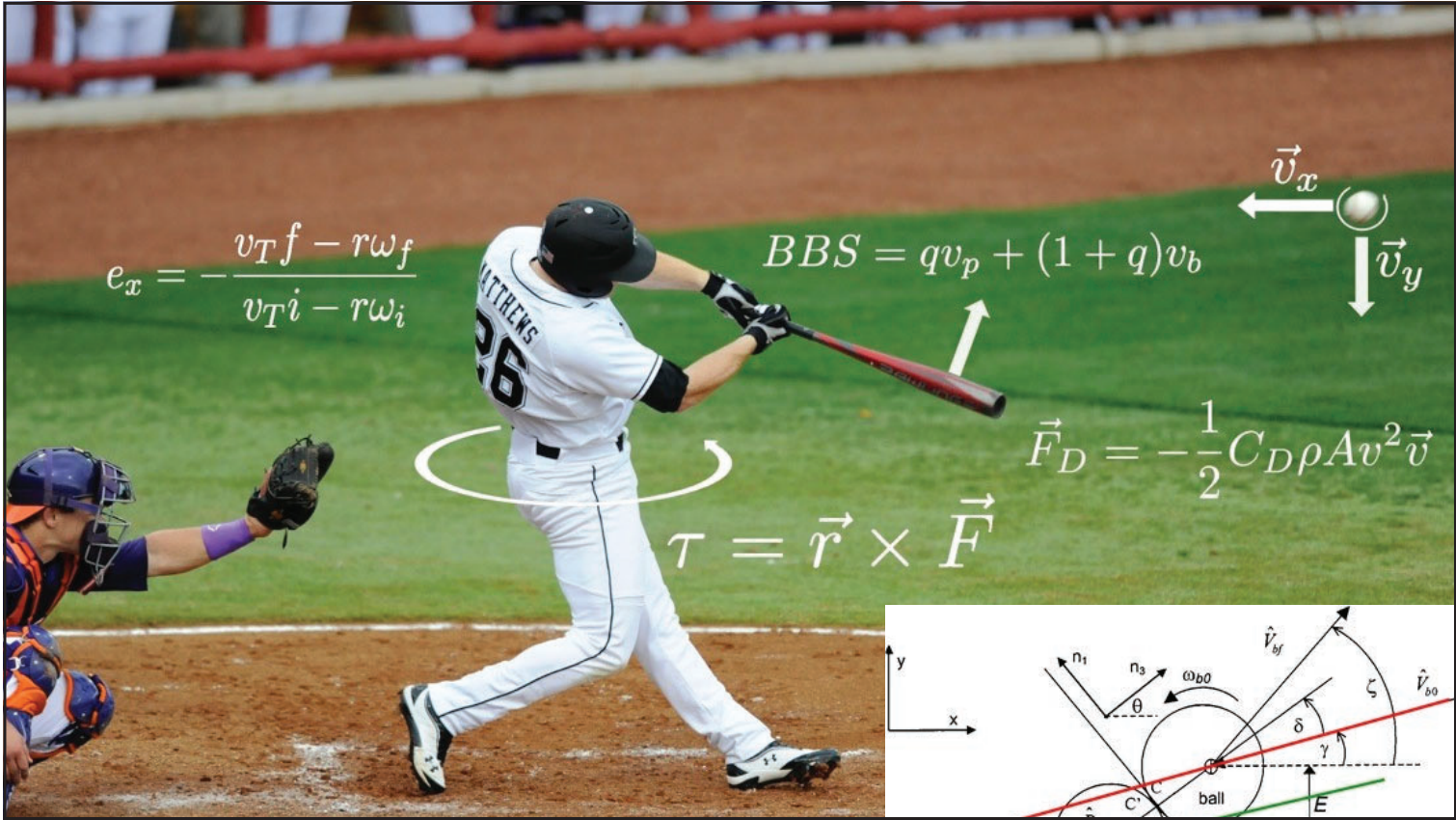
## Develop a Winning Case Strategy

3

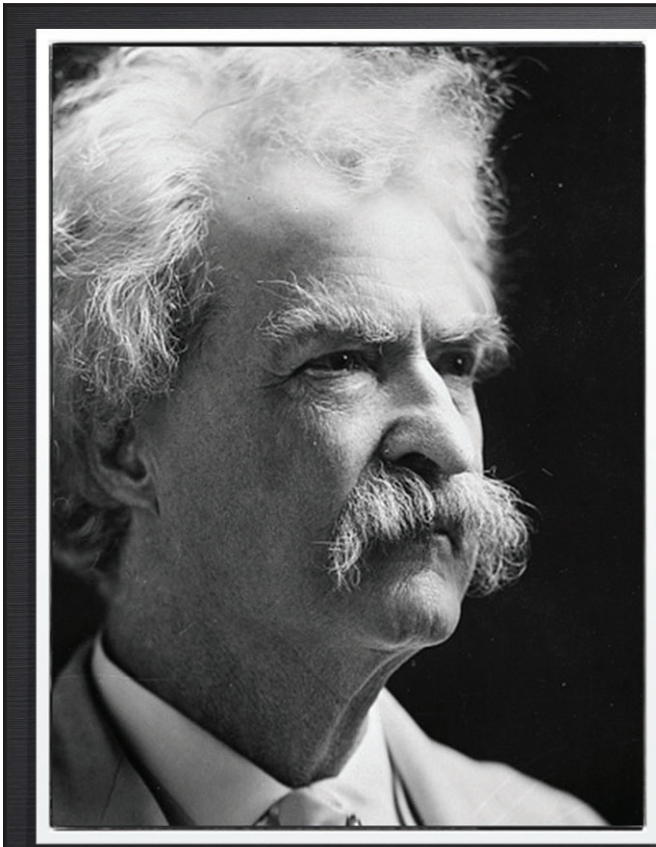


4





5



"It is easier to manufacture seven facts than one emotion."

6

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