



1



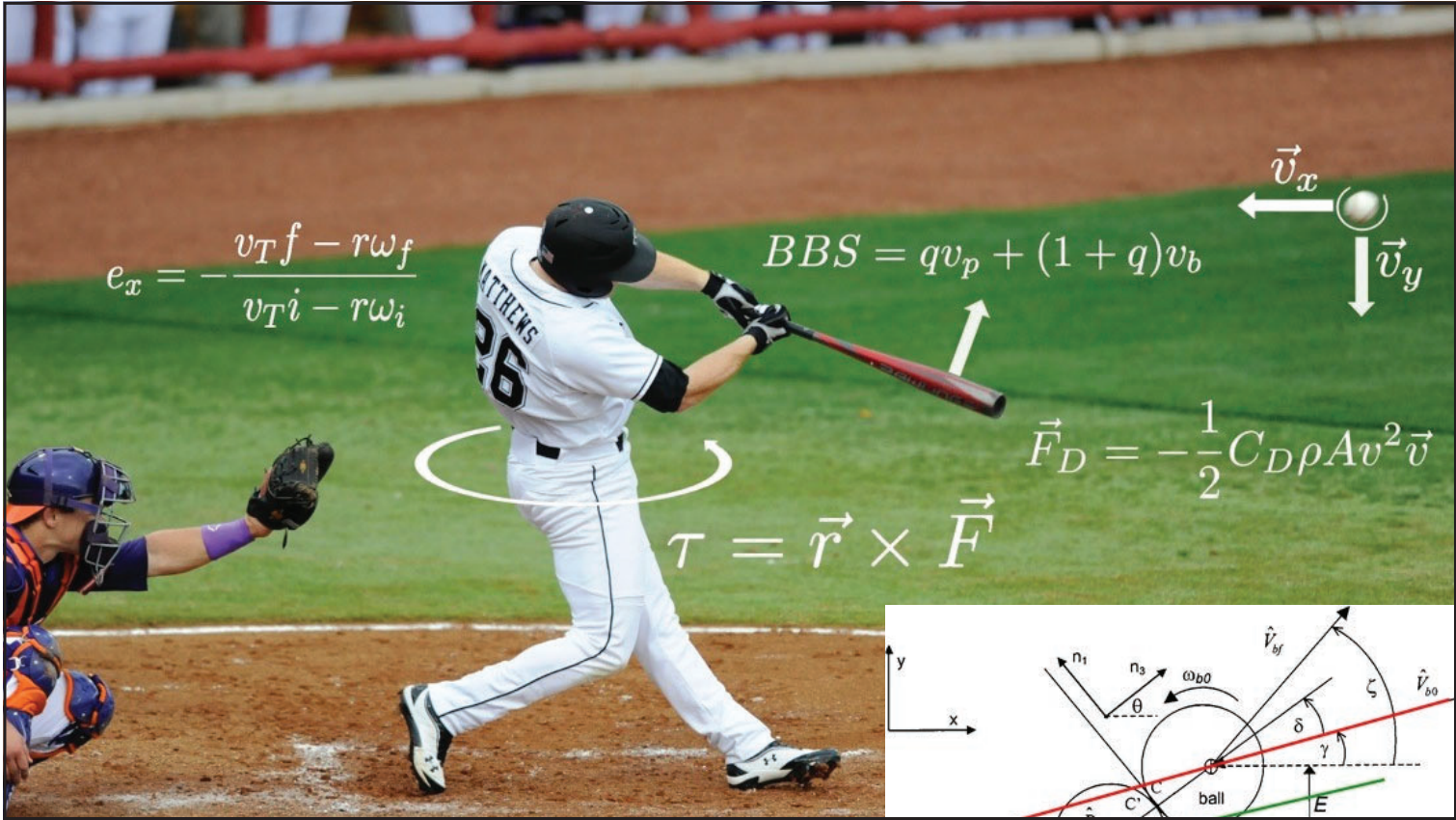
2

Develop a Winning Case Strategy

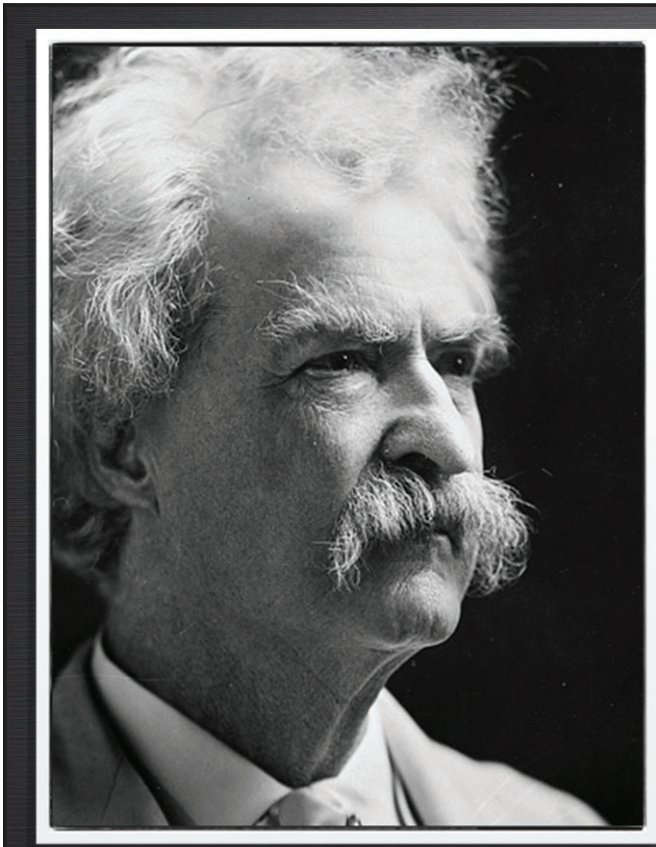
3



4



5



“It is easier to manufacture seven facts than one emotion.”

6

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