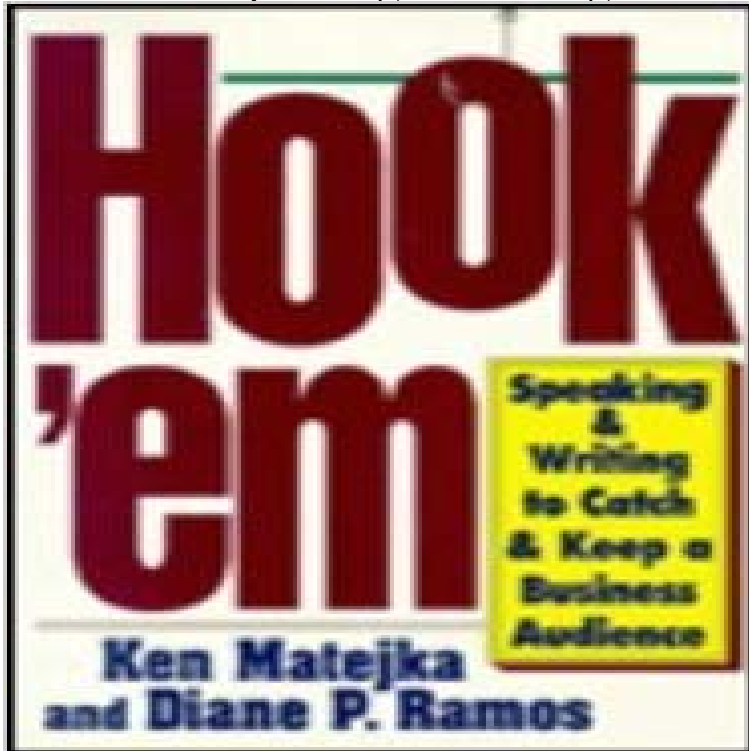


## Hook Em: Speaking & Writing to Catch & Keep a Business Audience



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