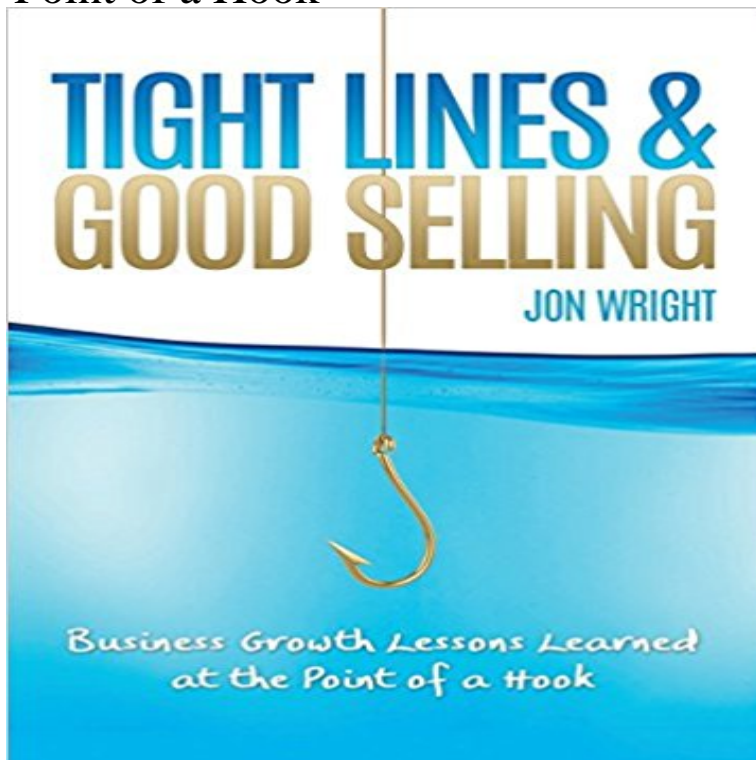


## Tight Lines and Good Selling: Business Growth Lessons Learned at the Point of a Hook



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