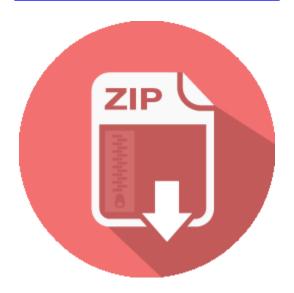
THE BACK OF A NAPKIN



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The back of a napkin is already associated with Aha moments and inspiration. Its informality helps combat people s instincts towards worrying about whether they can draw, have the perfect solution to the question, and other worries that can crop up if we were to use something more formal.

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The Back of the Napkin Solving Problems and Selling Ideas

The Back of the Napkin presents a thought process and method that can help solve those problems. Using the method will help sell the solution. It becomes an arsenal one wants in his tool kit.

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