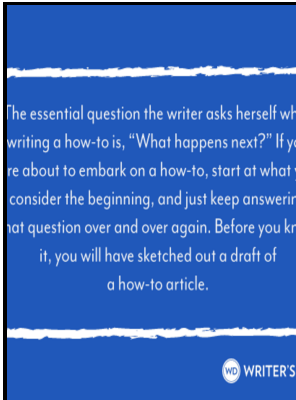


How to choose a winning title - a guide for writers, editors, and publishers

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