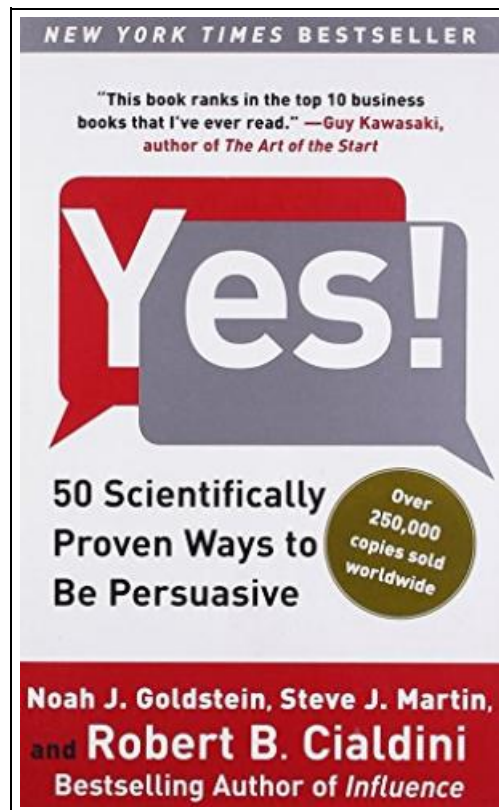


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## YES!: 50 SCIENTIFICALLY PROVEN WAYS TO BE PERSUASIVE



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