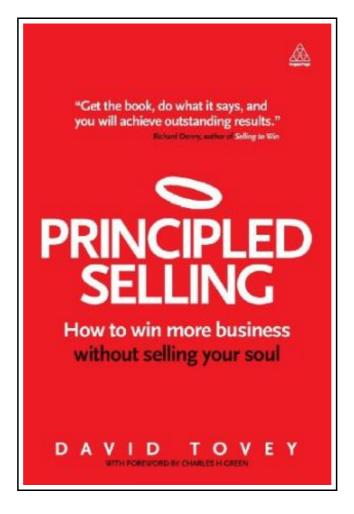
# Principled Selling: How to Win More Business Without Selling Your Soul



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