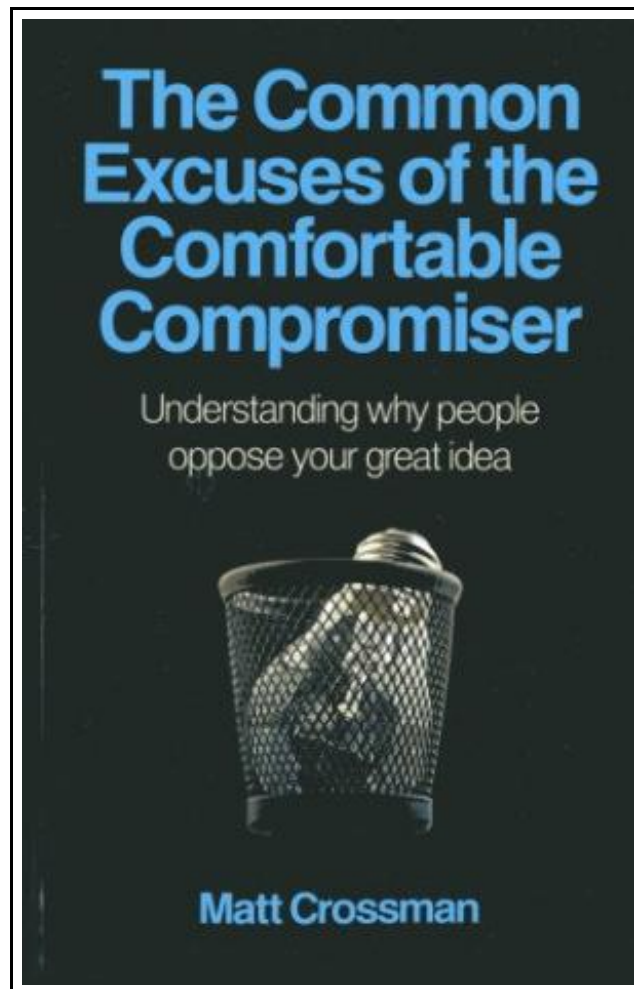


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THE COMMON EXCUSES OF THE COMFORTABLE COMPROMISER: UNDERSTANDING WHY PEOPLE OPPOSE YOUR GREAT IDEA



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