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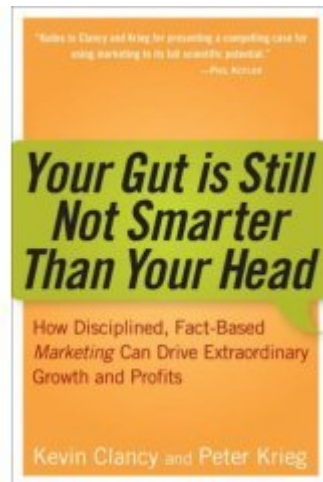
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**Your Gut is Still Not Smarter Than Your Head:**  
**How Disciplined, Fact-Based Marketing Can Drive**  
**Extraordinary Growth & Profits**

By Kevin Clancy and Peter Krieg  
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