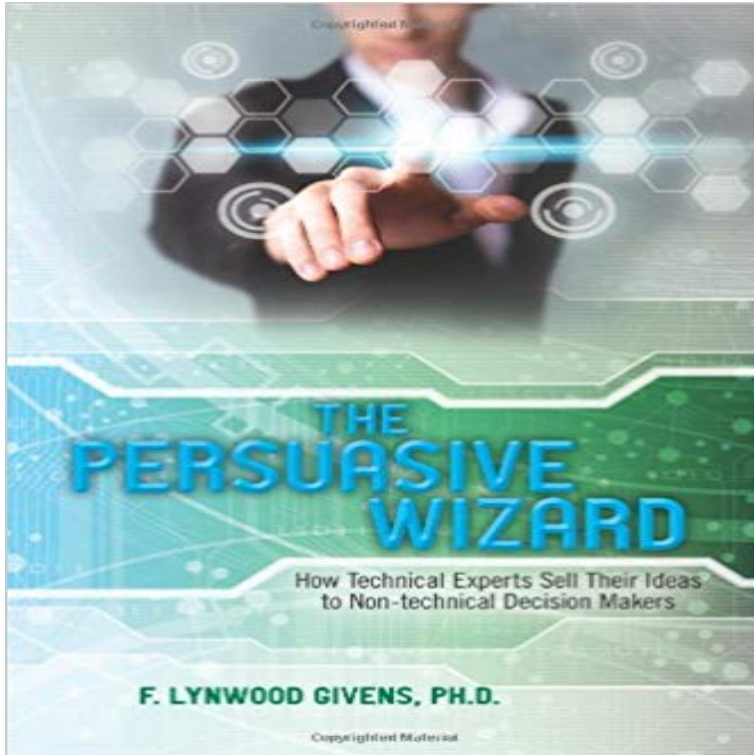


The Persuasive Wizard: How Technical Experts Sell Their Ideas To Non-technical Decision Makers



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