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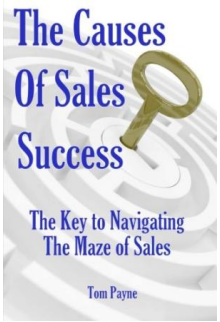
THE CAUSES OF SALES SUCCESS: THE KEY TO NAVIGATING THE MAZE OF SALES



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