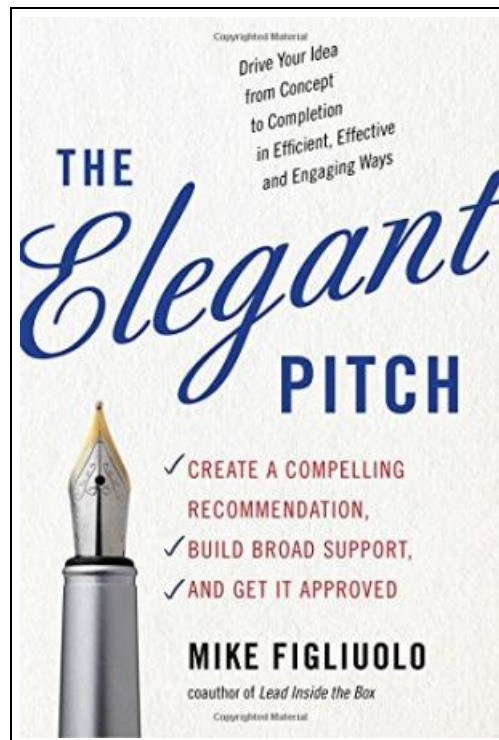


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THE ELEGANT PITCH: CREATE A COMPELLING RECOMMENDATION, BUILD BROAD SUPPORT, AND GET IT APPROVED



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