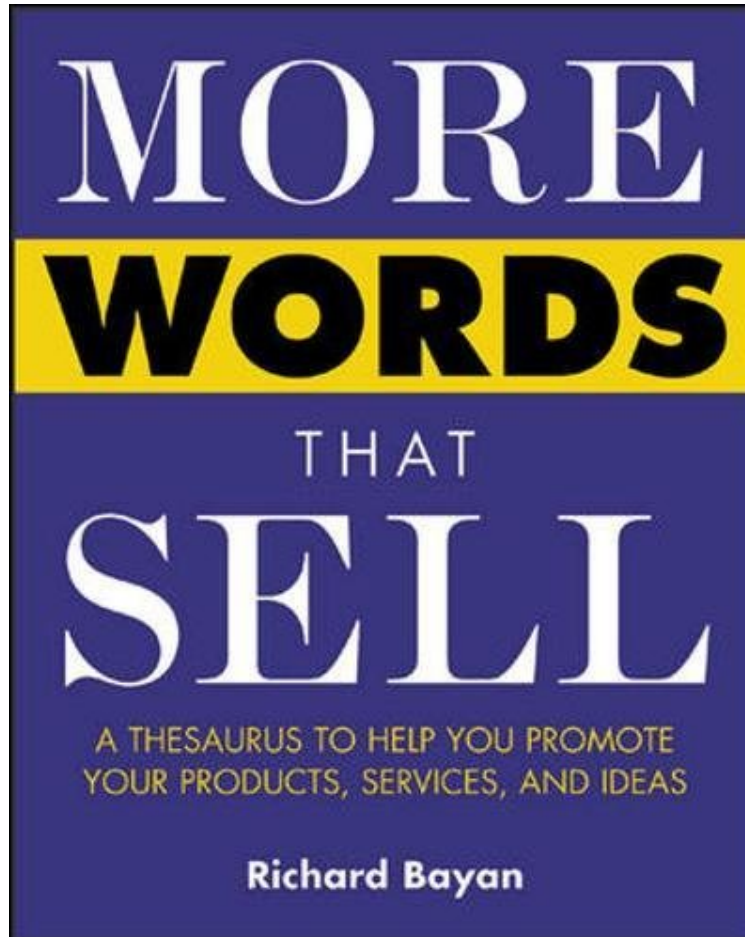


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More Words That Sell

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About the Author Richard Bayan is a freelance writer who spent over two decades as an award-winning advertising copywriter and copy chief. He is the author of the bestselling *Words that Sell*, *The Cynic's Dictionary*, and more than 150 online columns and essays.