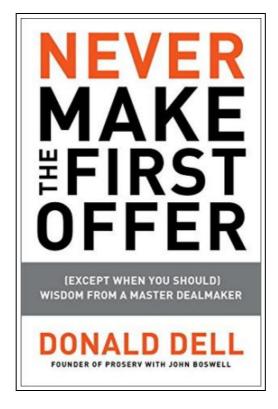
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NEVER MAKE THE FIRST OFFER: (EXCEPT WHEN YOU SHOULD) WISDOM FROM A MASTER DEALMAKER



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