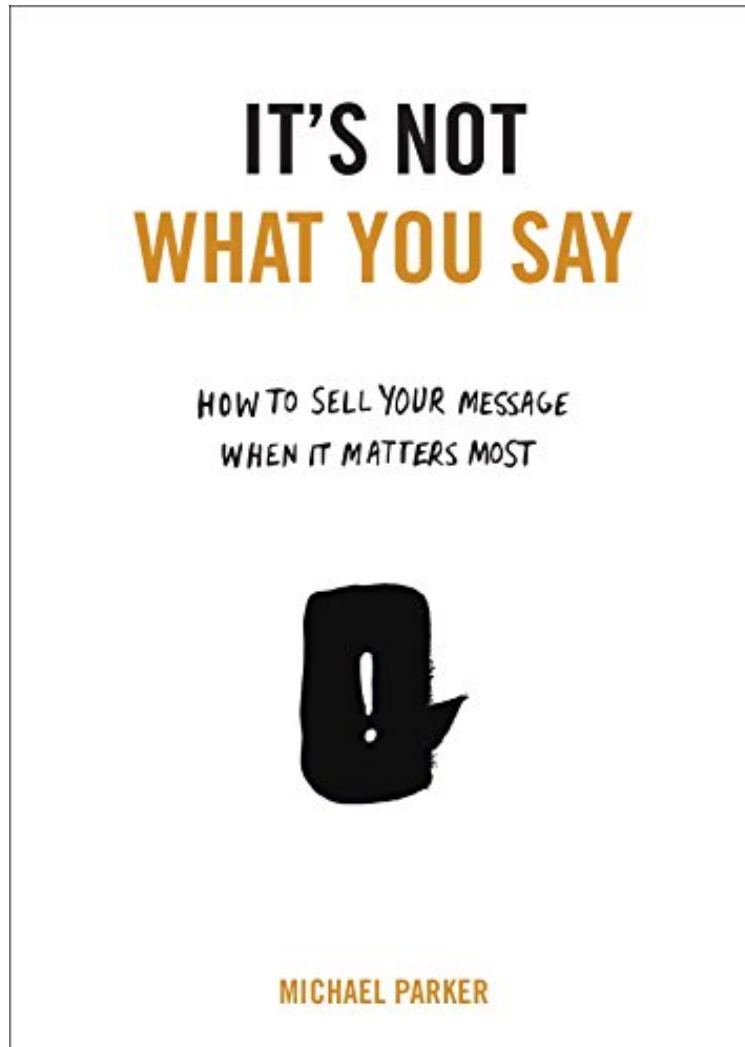


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About the Author Michael Parker is the former head of Saatchi Saatchi, and now coaches private clients on their pitches (Pitchcoach.co.uk).