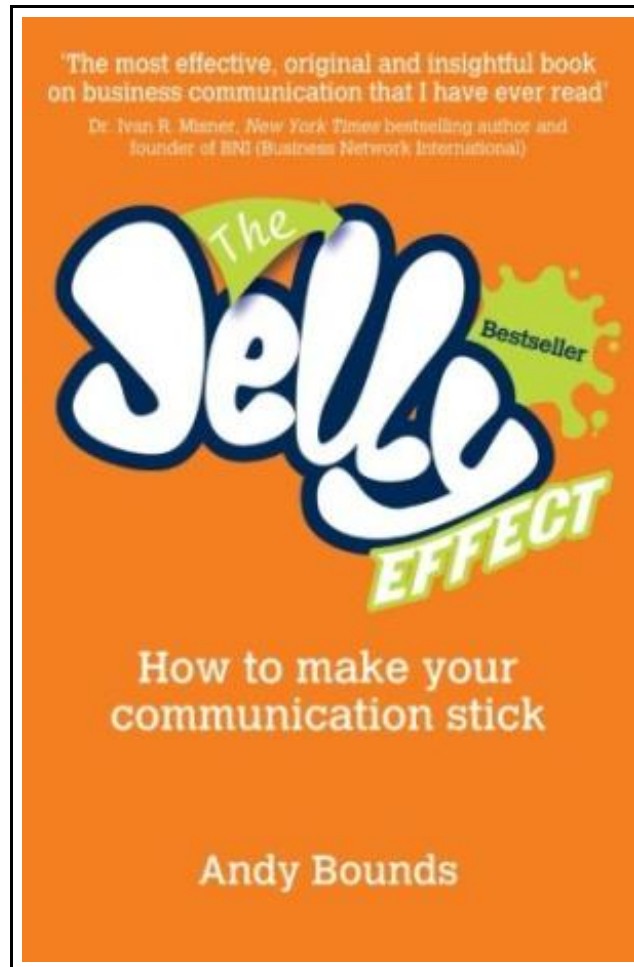


## The Jelly Effect: How to Make Your Communication Stick



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## THE JELLY EFFECT: HOW TO MAKE YOUR COMMUNICATION STICK



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