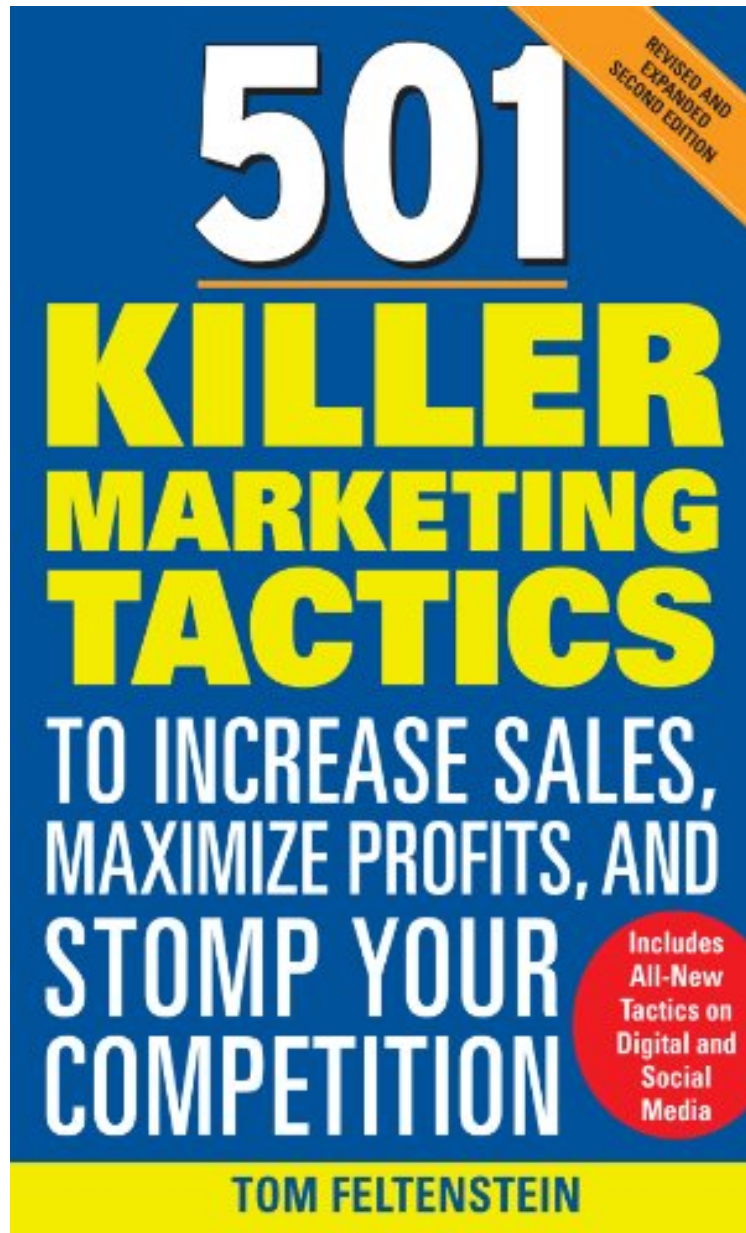


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About the Author  
About the Author Tom Feltenstein is the CEO and founder of Power Marketing Academy, a leading consulting firm that consults and educates businesses in the industries of retail, hospitality, and service. PMA conducts clinics, seminars, strategy sessions, trainings and speaking events. A visionary counselor to Fortune 500 companies and franchise organizations, he speaks and holds seminars to over 60 companies a year all over the world. Prior to his 25 year trajectory as a consultant to Fortune 500 companies, he began his career with McDonald's Corporation. He later served as senior vice-president for Bozell, an international multi-billion dollar advertising agency. Author website: <http://www.tomfeltenstein.com/>