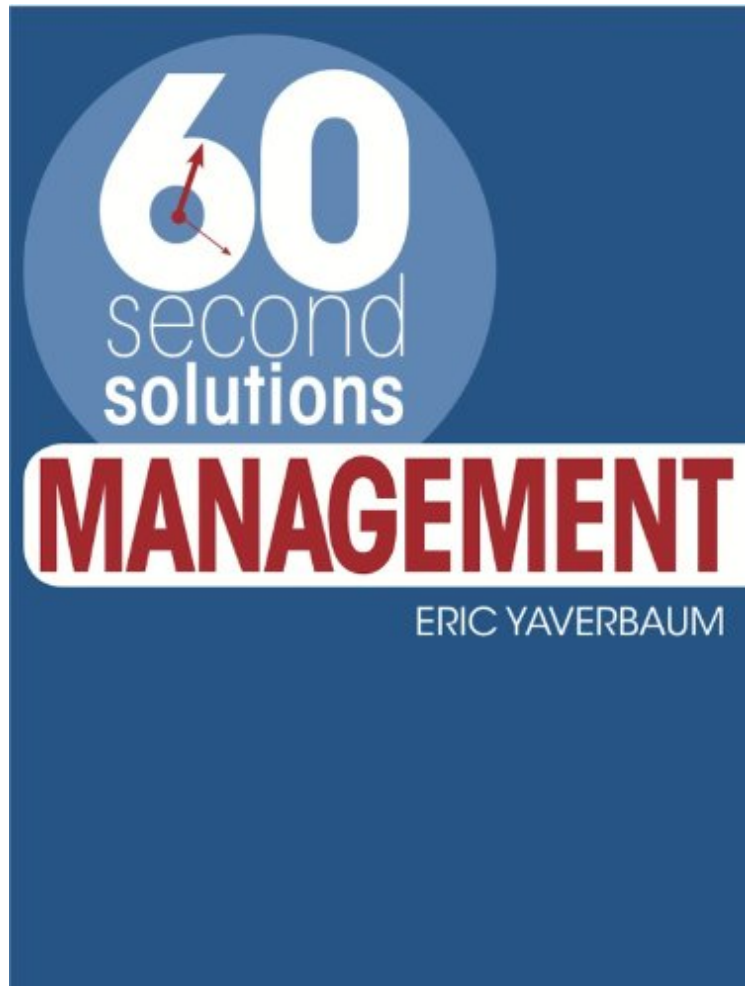


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About the AuthorEric Yaverbaum heads Ericho Communications, one of the most prestigious virtual agencies in the

US. He is author of Leadership Secrets of the World's Most Successful CEOs and coauthor of Public Relations for Dummies. He lives in New York City. www.erichopr.com