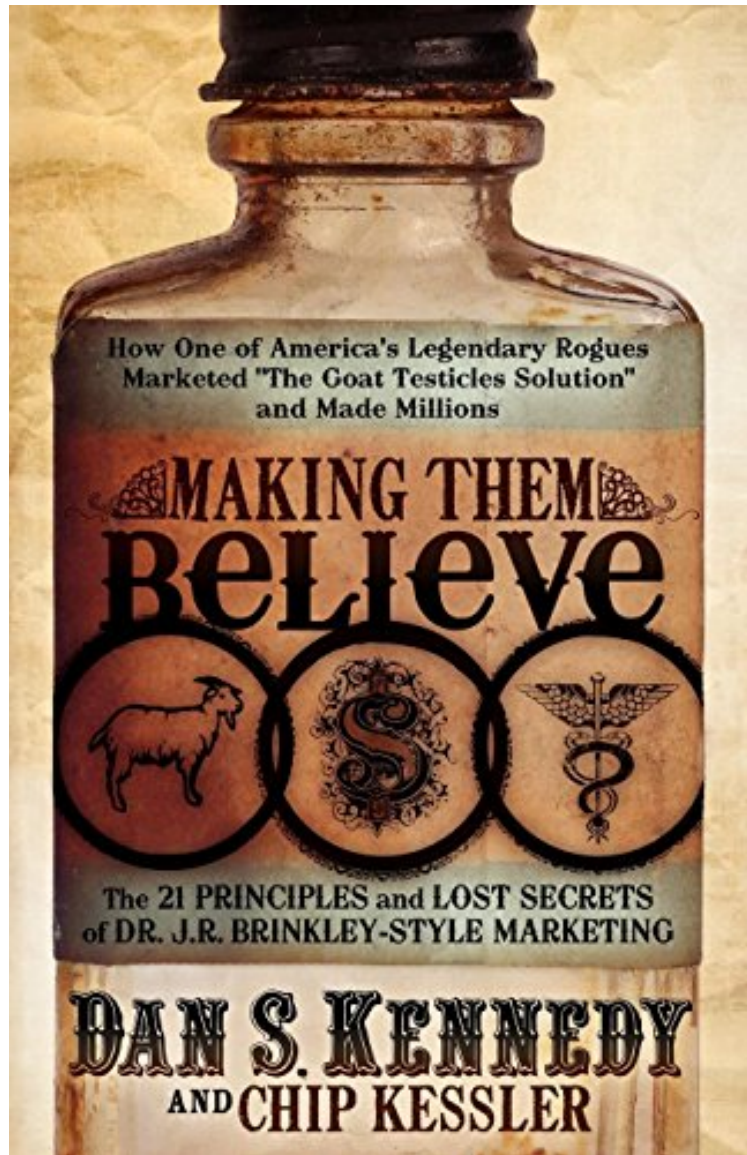


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About the AuthorDan S. Kennedy is a multi-millionaire serial entrepreneur; direct marketing consultant, strategic advisor and direct-response copywriter; and author of 14 business books including the popular "No B.S." series (www.NoBSBooks.com). Chip Kessler is an entrepreneur and consultant specializing in health care industries, and is married to a cousin of Dr. John Brinkley.