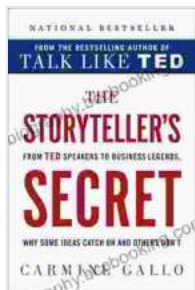


# From TED Speakers to Business Legends: Why Some Ideas Catch On and Others Don't



## The Storyteller's Secret: From TED Speakers to Business Legends, Why Some Ideas Catch On and Others Don't by Carmine Gallo

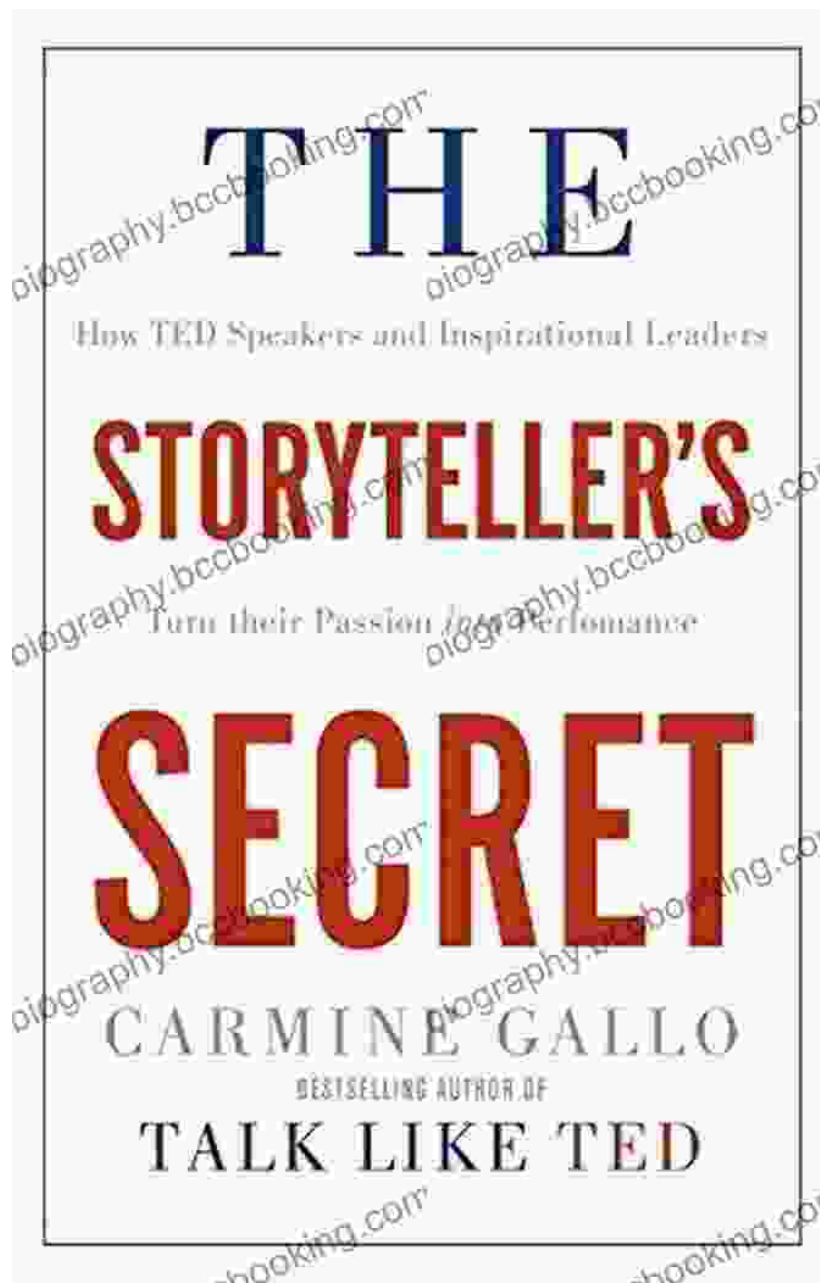
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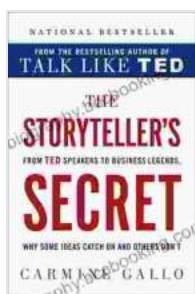
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