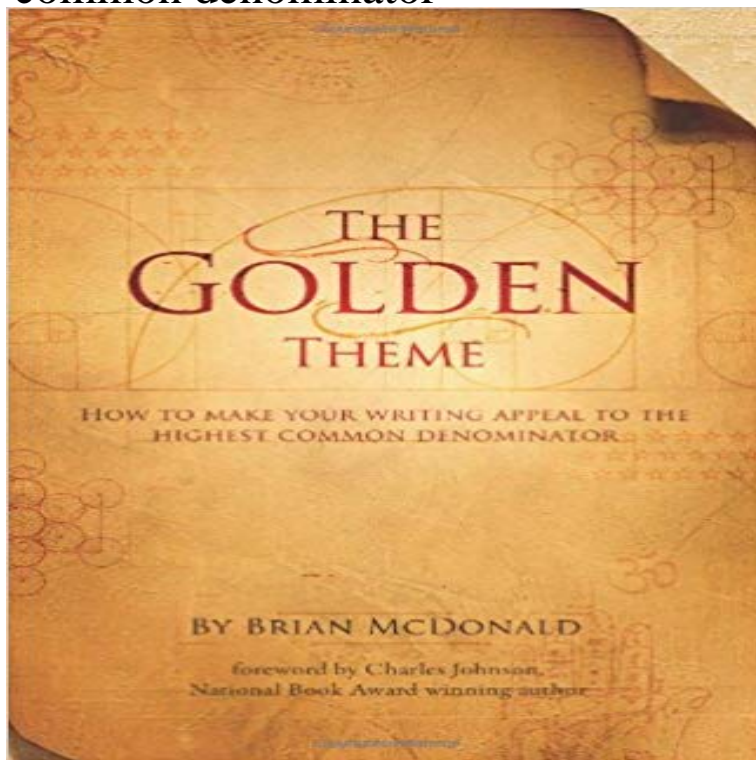


## The Golden Theme: How to make your writing appeal to the highest common denominator



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