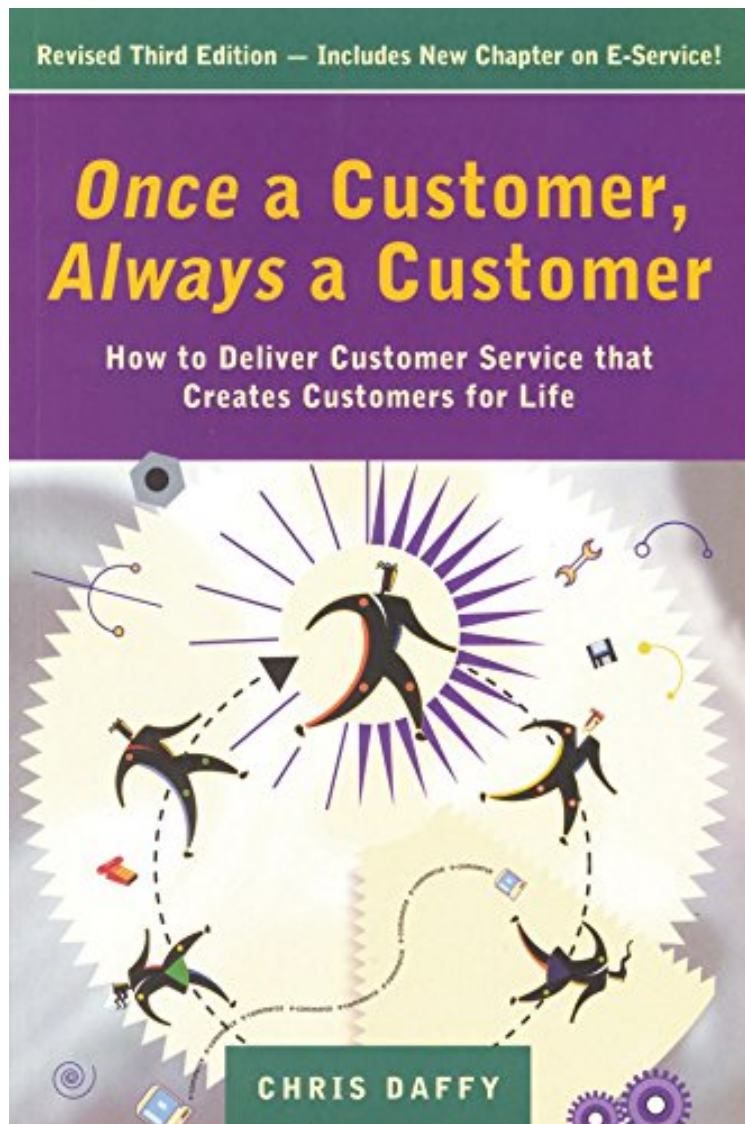


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About the Author Chris Daffy is the founder and MD of the Academy of Service Excellence.