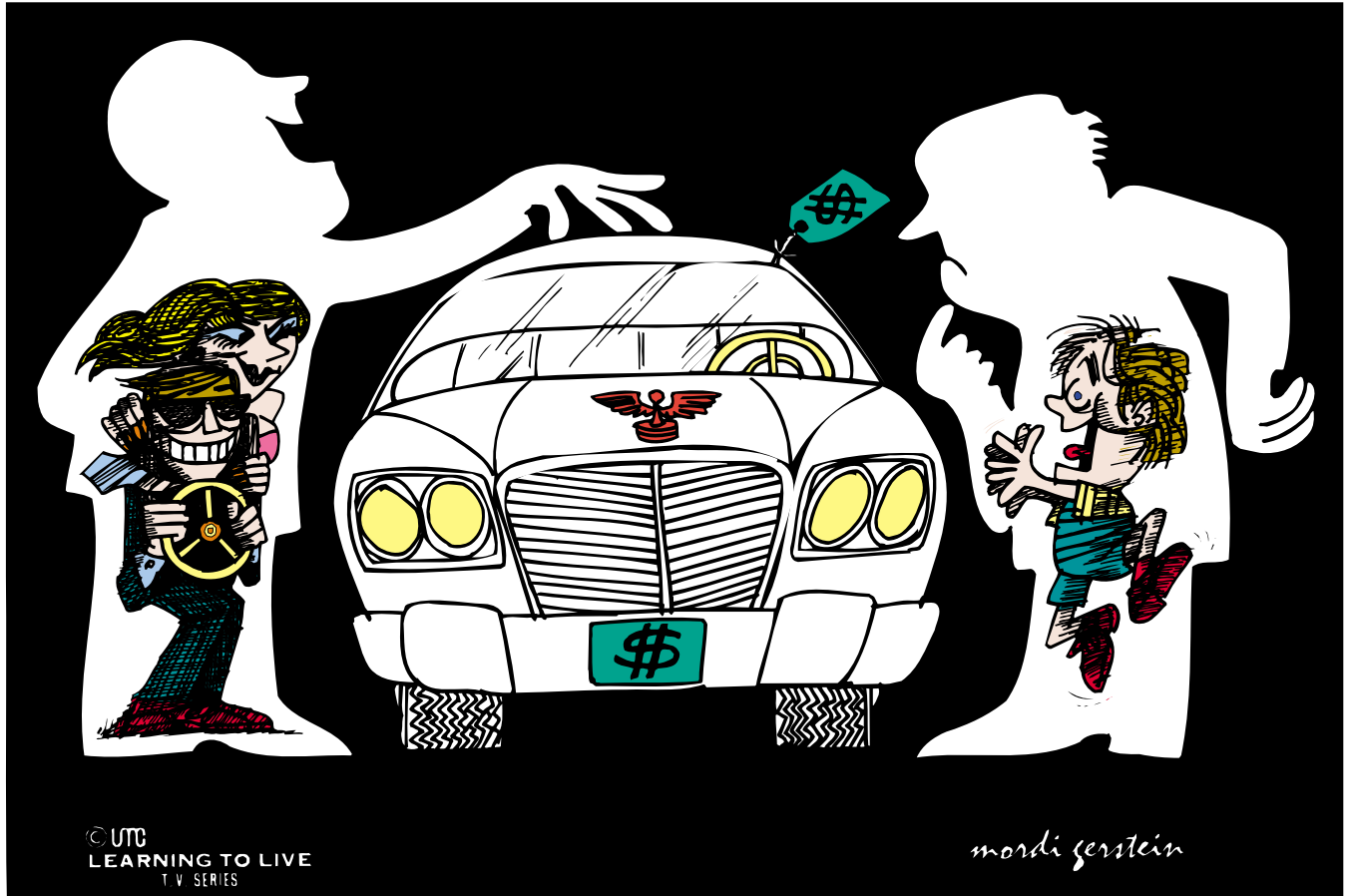


WE OFTEN APPEAL TO OTHERS "MOTIVATIONS" IN SUBLIMINAL WAYS



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YOU DEFINE REALITY BY WHAT YOU KNOW, WHAT YOU BELIEVE, AND WHAT YOU DO ABOUT IT.**