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About the Author

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Barry has been Askme.com's #1-rated advertising expert. He writes a monthly column called "The B.S.-Free Zone" for *In-Business Magazine* and is a frequent talk-show guest. He is the author of another book published by McGraw-Hill: *Perfect Phrases for Sales and Marketing Copy*. Barry invented a successful naming process and the PitchPerfect™ Message Strategy process for finding the most powerful thing to say. After studying improv comedy at Second City and performing with "Without Annette," he founded Corprov™ improvisational training for corporations, which he teaches with partner Nell Weatherwax. They have been known to achieve the highest student evaluation scores in the entire history of a teaching program. Barry has never met an art form he didn't like. He has been struck by lightning. For further information and to download free whitepapers, please visit Barry's Web site at www.barrycallen.com or contact him via e-mail at barry.callen@gmail.com and by phone at 608.347.8396.