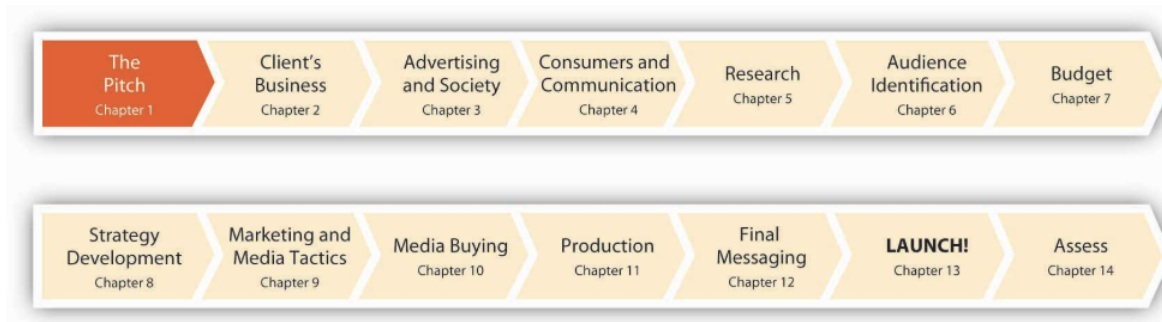


CHAPTER OVERVIEW

1: Meet SS+K - A Real Agency Pitches a Real Client

Figure 1.1 Fourteen Months to Launch!



1.1: Why Launch?!

1.2: Meet Our Agency Partner- SS+K

1.3: The Pitch - Win the Account

1.4: Let's Meet the Potential Client

1.5: Exercises

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