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**June 2nd, 2020 - before we get into that let me remind you that this issue is based on a conversation we had on our podcast recently with advertising legend rory sutherland rorysutherland who is the current vice chairman of ogilvy in the uk in addition to his ted talks and contributions to impact and wired he is also the author of the book alchemy the surprising power of ideas that don t make sense"alchemy the surprising power of ideas that don t make**

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