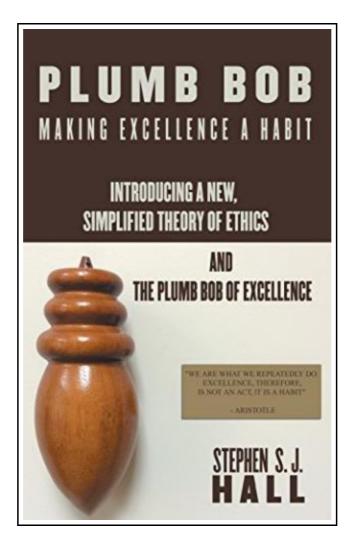
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PLUMB BOB: MAKING EXCELLENCE A HABIT: INTRODUCING A NEW, SIMPLIFIED THEORY OF ETHICS AND THE PLUMB BOB OF EXCELLENCE



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