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to work hard without working effectively. Taking time out to make time has really helped me to get a better perspective.

In many ways, I was (and still am) doing the thing that you advocate, but to see them rationalised was both gratifying and exciting.

I wish you well in your future endeavours Jeff. It was a pleasure to watch you speak to the EphMRA conference and I hope to be able to hear you again in the near future.

Best regards



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