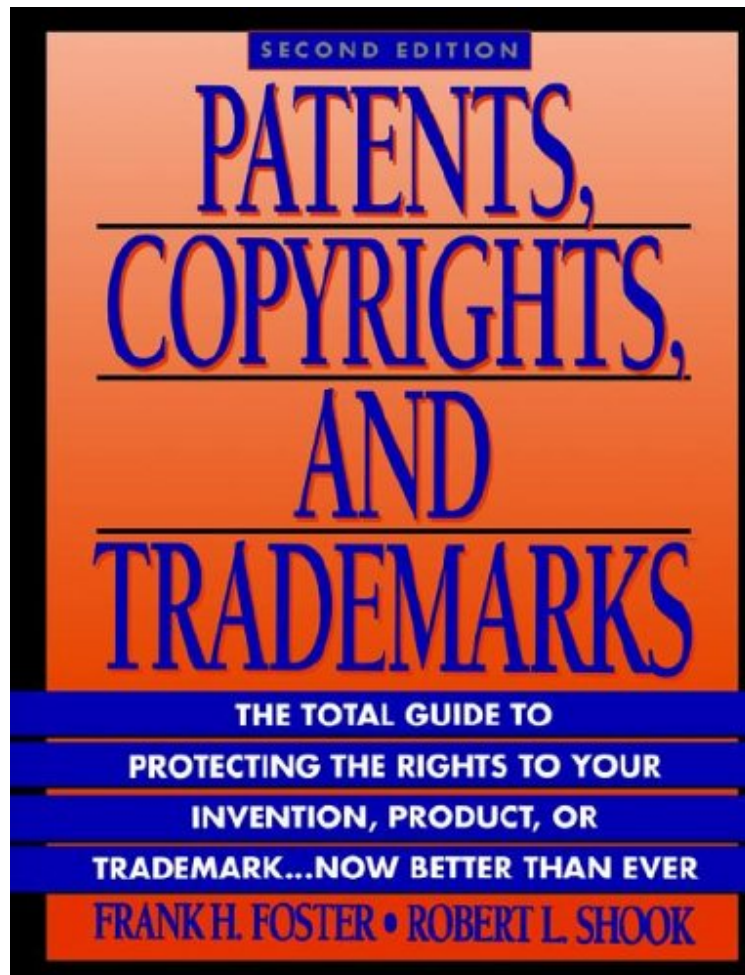


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About the Author FRANK H. FOSTER is an attorney and Chairman of the Patent, Trademark, and Copyright Section of the Ohio State Bar Association. ROBERT L. SHOOK is the author of 24 business books including *How to Close Every Sale* and *Hardball: How to Turn the Pressure On Without Turning the Customer Off*.