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place to begin than Blair's first book, The Win Without Pitching Manifesto. It shines a light on everything wrong with the way new business development is conducted in the creative professions and offers 12 proclamations to beat back the pitch and stop gifting your best

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shares the problems  
associated with the  
traditional pitch and  
shows you how to  
eliminate them by



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eliminating the pitch altogether. His strategy is outlined in the “twelve proclamations” of the Manifesto. The following is a summary of those proclamations.

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*Page 25/36*

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In Blair Enns book, *The Win Without Pitching Manifesto*, you will learn the secrets to running a successful creative business. This summary breaks down key ideas, themes, and quotes from the book. About Blog

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