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easier to understand. “ Lucy, you ’ ve got some ‘ splaining to do! ” . It ’ s one of the most famous lines from one of the most famous television shows in history (in case you don ’ t know, Ricky says it, and often, to Lucy on the classic, I Love Lucy .)

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book "The Art of Explanation" shows that the key to successfully selling products and services is ensuring that they are easy to understand for customers.

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The Art of Explanation: Making Your Ideas, Products, and Services Easier to Understand. Author: Lee LeFever. Narrator: Tim Andres Pabon. Unabridged: 7 hr 18 min Format: Digital Audiobook Publisher: Gildan Audio. Published: 07/01/2014 Genre: Business & Economics - Business Communication - Meetings & Presentations

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