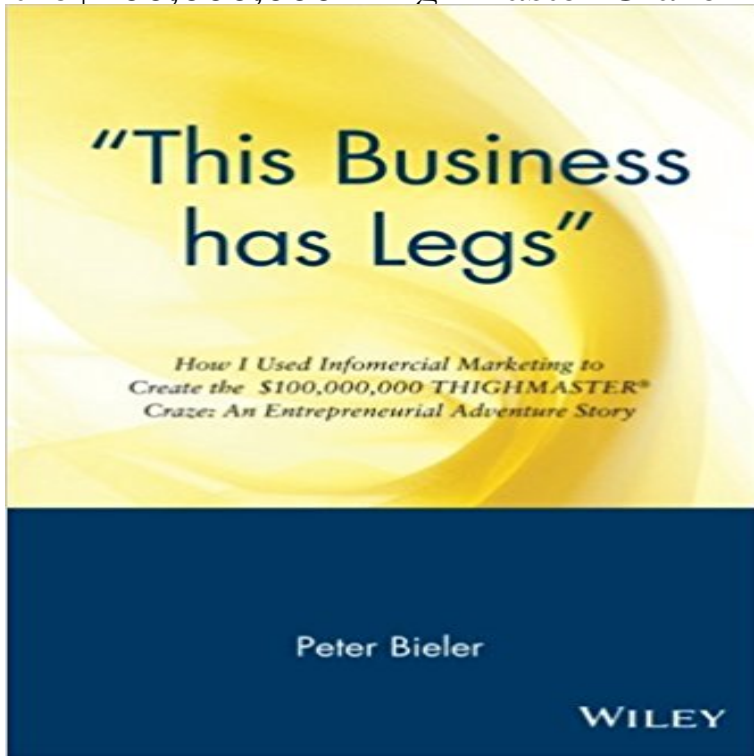


This business has legs: How I Used Infomercial Marketing to Create the \$100,000,000 ThighMaster Craze



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