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The Bob Pritchard Radio Show Tuesday at 5 PM Pacific June 04th 2013: The Genius That Is Elon Musk

We discuss the genius that is Elon Musk, particularly the Hyperloop; the best predictors of success from the perspective of Business Insider and Deloitte's CEO and how to raise funds from investors. We also discuss the people you should immediately fire, and the reason why you should focus on emotion in your marketing, not on features or benefits. We also have our regular segments Bob's Thoughts For The Day and our e-mail segment. We also have a great interview with Christopher Cooper, and early stage entrepreneur on the trials and tribulations that entrepreneurs face.

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Featured Guest



Christopher Cooper

Christopher is the founder of Cooper product and is an innovative manufacturer of mobile device accessories. Now with tablets and smart phones being the fastest growing industry in the world today, Christopher has certainly picked a good industry to be in and his timing is perfect. Cooper product was created last year following the invention of the original iSlip elastic and microfiber tablet screen cleaner. Before manufacturing and launching the device Christopher made sure he had his patents and trademarks in place. He also donates part of his profits to a number of great charities. Christopher Cooper serves as an active member of the Los Angeles fire Department and he is one all round

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