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## The Bob Pritchard RADIO SHOW

### The Bob Pritchard Radio Show Tuesday at 5 PM Pacific

**December 20th 2016: Why Do You Waste Your Money On TV Ads?**

Fewer and fewer people watch live television and only about 10% of these viewers actually watch the ads. I have been saying for 15 years that it is the only \$80 billion industry where no one is accountable; Cities have been built for cars., some 60% of our cities are paved, 31% to park cars that are only used 6% of the time. Autonomous cars are going to change that; Aeron Row clothing... buy a new one, return an old one, a fabulous idea; GoPro, from a darling at \$80 a share to a dog at \$10, what happened?; Start up founders, very optimistic for 2017. My guest today is Sarah Elliston, a self de

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### Featured Guest



#### Sarah Elliston

My guest, Sarah Elliston, didn't realized she was a pain in the arse "difficult" person. Then one day, her boss pointed out that she was disrupting the office camaraderie and production, as well as impeding her own professional advancement. That was her wakeup call. Now, I have always been a believer in the theory that the only way to change people is to change people. I have always taken the view that difficult people are cancerous and the quicker you cut the out the better. However, Sarah has now become an expert in how to deal with difficult people, so it seems that we might be diametrically opposed. Sarah may be able to teach us all valuable information. Sarah has a new boo

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