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**From:** Michael Wolff <[REDACTED]>  
**Sent:** Tuesday, February 17, 2015 5:50 PM  
**To:** jeffrey E.  
**Subject:** Re:

I'd say photo is fairly important. Makes the piece more difficult without it. Certainly lessens the negotiating position with regard to what's in it. From PR view, I think it makes you look more up-front and uncowed--especially if it's you straightfaced sitting at the head of the table. I think that can be a powerful statement. Let's talk about Ruemmler. I'm back on Sunday and assume I will spend the next week trying to close the piece. m

On Mon, Feb 16, 2015 at 7:52 PM, jeffrey E. <jeevacation@gmail.com <mailto:jeevacation@gmail.com>> wrote:

where are we? how important is the photo? I'm not yet in New York maybe Paris on Thurs. . ? Ruemmler does not want her name in it. She will speak to you whenever you want. .

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=C2♦ please note

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