



# **Illuminate (How the Positive Power of Negative Thinking Creates Breakthrough Results, a Business Allegory**

*David M. Corbin*

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I was immediately drawn to David Corbin and his concept of "Illuminate" from the first moment I heard him talk about it. I have seen the successful results of its implementation numerous times within his clients and mine. More importantly, I have seen even more people and businesses fail, because they were not aware of the concept, didn't practice the principles behind it, or were so committed to the idea of "accentuate the positive, they couldn't relate to it". -Phil Wexler, Author of Non-Manipulative Selling

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