



INTO THE WILD

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**1st STEP:
REFINE**



information is...
INEFFECTIVE



information is...
IMPERSONAL



MESSAGE
/ \
TEEN — YOU

information is...
BORING



2nd STEP:
PACK



I.Objective
A.
1.



3rd STEP: LOCATE





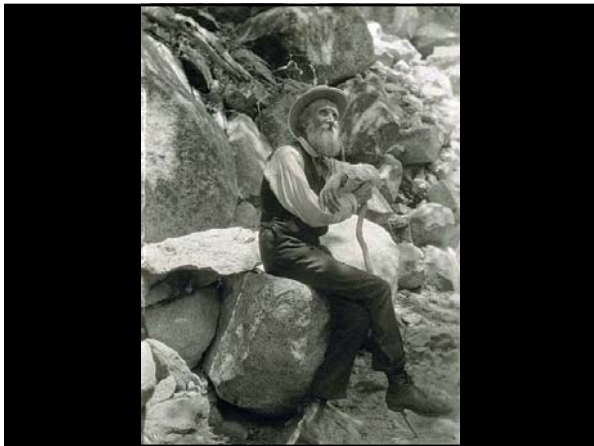


LET
THE
RHYTHM
MOVE
YOU.

CAN THIS BE?

BRING LESS
SAY LESS
DO LESS

ACCOMPLISH
MORE





INTO