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### Three simple tricks to create powerful commitment

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By Kristy Grant-Hart

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“I do,” say the lovers in front of friends and family. “I now pronounce you husband and wife,” says the officiant, followed by cheering and clapping. Marriage ceremonies happen in public. For a marriage to be legally binding, nearly every jurisdiction requires that the ceremony is witnessed. Why? Because commitments made in public are much stronger than those made privately. Social science research has borne this out time and again.

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