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WAR HAS CHANGED ZELENSKY - BUT NOW IS THE TIME FOR HIM TO TRANSFORM AGAIN

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James Waterhouse

"The best salesman in history." This was what Donald Trump once called Volodymyr Zelensky because of the amount of aid the US has given Ukraine.

Whether or not a fair comparison, Zelensky's role in keeping his country in the spotlight and convincing allies to invest has certainly been crucial for Ukraine's fight.

His transformation from prime-time comedian to wartime president has long been cast - it dates back to 2022 when he decided to remain in Kyiv as Russian troops closed in. That decision meant Ukraine would go on to defend itself to this day.

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