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Neumeier, Brand Flip, The: Why customers now run companies ...

The Brand Flip – Why Customers Now Run Companies. 22 March 2017 18:15. Marty Neumeier is a best-selling author and speaker who writes on the topics of brand, design, innovation, and creativity. Marty has written several best-selling books, including, The Brand Gap, outlining how to bridge the

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The Brand Flip

People wear brands, eat brands, listen to brands, and they’re constantly telling others about the brands they love. On the flip side, you can’t tell someone about a brand you can’t remember. Additionally, a strong brand website strategy, like backlinks, is critical to generating referrals or viral traffic.

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