

# **BRAND Is A Four Letter Word: Positioning And The Real Art Of Marketing By Austin McGhie**

**By Austin McGhie**

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**Marketing - Bibliothek - Reichl und Partner -**

Brand Is a Four Letter Word: von Austin McGhie . Positioning (marketing): Marketing, Product, Brand, Perceptual Mapping, <http://www.reichlundpartner.com/Bibliothek/Marketing>

**Brand and Emotional Engagement - YouTube -**

Nov 01, 2012 Brand and Emotional Engagement: If you want to be a brand, there has to be some form of emotional engagement. If you want to be a brand, <http://www.youtube.com/watch?v=q3hLff2R8lg>

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[http://www.sterlingbrands.com/strategy/thought.php?thought\\_id=68](http://www.sterlingbrands.com/strategy/thought.php?thought_id=68)

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