

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

By Austin McGhie

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Austin McGhie is President of the Strategy Group at Sterling Brands. His is the author of the breakthrough marketing book, Brand is a Four Letter Word.

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<http://adage.com/article/cmo-strategy/brand-a-brand/235200/>

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<http://www.stereogum.com/1785577/mcdonalds-responds-to-sxsw-bands-angry-post-with-a-hashtag/wheres-the-beef/>

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http://www.sterlingbrands.com/strategy/thought.php?thought_id=68

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