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*10 Foods You'll NEVER Buy Again After Knowing How They Are Made* *The Boys: The Truth About Social Justice* **Matt Taibbi | The News Media and Manufacturing Consent in the 21st Century** *Accidental Branding How Ordinary People*  
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Successful brands like Burt's Bees, J. Peterman, and Clif Bar reveal how doing things differently can lead to big-time success.

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No business plan, no major marketing plan and strategy, no t hought given to branding, and etc. In your head you scream: "what luck!" If you relate to this, you should check out David Vinjamuri's new book Accidental Branding: How Ordinary People Build Extraordinary Brands. In David's book, he covers such entrepreneurs as:

*Buyer Persona Insights: "Accidental Branding" - a not so ...*

A new book that expounds on this question will be released this week. The title is Accidental Branding: How Ordinary People Build Extraordinary Brands by David Vinjamuri. In Accidental Branding, David profiles the leaders of several companies whose brands took off seemingly out of nowhere and succeeded in different, but amazing ways.

*Accidental Branding | Lead on Purpose*  
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