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Accidental Branding tells the story of seven "accidental" brands and how their founders beat bigger competitors by breaking the standard rules of marketing. 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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GMT accidental branding how ordinary pdf - John Peterman (born 1941) is an American catalog and retail entrepreneur from Lexington, Kentucky, who operates The J. Peterman Company. He grew up in

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David Vinjamuri is Adjunct Professor of Marketing at New York University and President of ThirdWay Brand Trainers. David has more than 18 years of experience in marketing and management with companies including Coca-Cola, Johnson & Johnson, Citibank and DoubleClick.

Accidental Branding

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Book Review: Accidental Branding "How ordinary people build extraordinary brands I was lucky enough to get an advanced copy of David Vinjamuri's Accidental Branding . What I really loved about the book is

that itâ€™s about the people behind these extraordinary companies and brands.

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