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- 2. Evolve**, Chris Penttila, *Entrepreneur*, May 2009  
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- 6. The Branding Sweet Spot**, Kevin Lane Keller and Frederick E. Webster, Jr., *Marketing Management*, July/August 2009  
One of the realities of modern **brand** marketing is that many of the decisions that marketers make with respect to their brands are seemingly characterized by conflicting needs. 19

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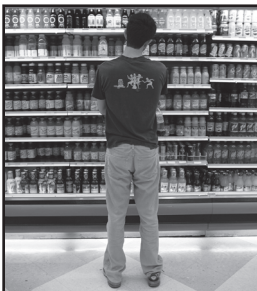
9. **Making the Most of Customer Complaints**, Stefan Michel, David Bowen, and Robert Johnston, *The Wall Street Journal*, September 22, 2008  
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