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The Brand Flip – Why Customers Now  
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INSIGHT! Marty Neumeier brings incisive clarity to

**The Brand Flip**

People wear brands, eat brands, listen to brands, and they’re constantly telling others about the brands they

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love. On the flip side, you can't tell someone about a brand you can't remember. Additionally, a strong brand website strategy, like backlinks, is critical to generating referrals or viral traffic.

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