

THE BRAND IS DEAD.

LONG LIVE THE BRAND.™



#BRANDCPR

BRANDING?
REALLY?

A BRIEF HISTORY OF BRANDS



1800^s: BRAND = OWNERSHIP



1876: THE FIRST TRADEMARK

public domain images courtesy of Library of Congress



1900^s: MASS PRODUCTION

Will he whisper Praises about your Skin?
go on the **CAMAY MILD-SOAP DIET!**

Mrs. Roger Van Schuyck
CINCINNATI, OHIO

"I've been getting the most thrilling compliments about my complexion," says this happy bride. "It was a lucky day for me when I started the Camay Mild-Soap Diet. In just a little while I could see such an improvement! It's amazing how mild Camay is and I just love Camay's fragrance."

War-Busy Beauties...
Go on the Camay MILD-SOAP DIET!

So quick!... You're so sweet! It takes just seconds out of your busy-busy day to give your skin the beautifying benefits of mild Camay. Do it... twice daily! Cream Camay's lather over your face... especially around nose, nostrils, chin. Cleansing so mild... it's soothing! Rinse warm—if skin's oily, splash cold.

Tonight!

Each night, no matter how late—keep your date with mild, mild Camay. Each morning, too. For day-by-day with Camay means... a lovelier you!

You'll say—"Lucky the day I started the Camay Mild-Soap Diet."

Well, yes—"Lucky I am to have such a pretty skin!"

Try this easy beauty routine—it's based on the advice of skin specialists—praised by lovely brides!

HOW THRILLING to see new admiration in the eyes of those around you—and to hear pretty compliments on your complexion! This may happen to you—faster than you think—if only you'll follow the advice of so many happy brides—and change to the Camay Mild-Soap Diet.

For skin specialists say many women are not giving their skin proper cleansing—while many others are using a soap not mild enough.

That's why we urge you to go on the Camay Mild-Soap Diet, taking advantage of its wonderful mildness. No beauty soap made it milder than this gentle Camay. Be faithful—see what thrilling




Every Bath a Beauty Treatment!

The daily Camay Beauty Bath with luxurious new Bath-Size Camay gives all of your skin the finest kind of complexion care. You bring out the beauty of your arms and legs—your back and your shoulders! And you rise from your bath dainty and refreshed—just touched with the delicate flower-like fragrance of Camay, the Soap of Beautiful Women.

BE A BATHING BEAUTY!

PURE, GENTLE CAMAY—IN A BIGGER CAKE!

COMPLEXION CARE—HEAD TO TOES!

LEAVES A FLOWER-LIKE SCENT!

SHOW YOUR SHOULDERS WITH CONFIDENCE!

LOTS OF LATHER TO MAKE YOU LOVELIER!

Bath-Size Camay
for your CAMAY BEAUTY BATH!




1931: P&G BRANDS CAMAY



BIRTH OF THE MODERN BRAND

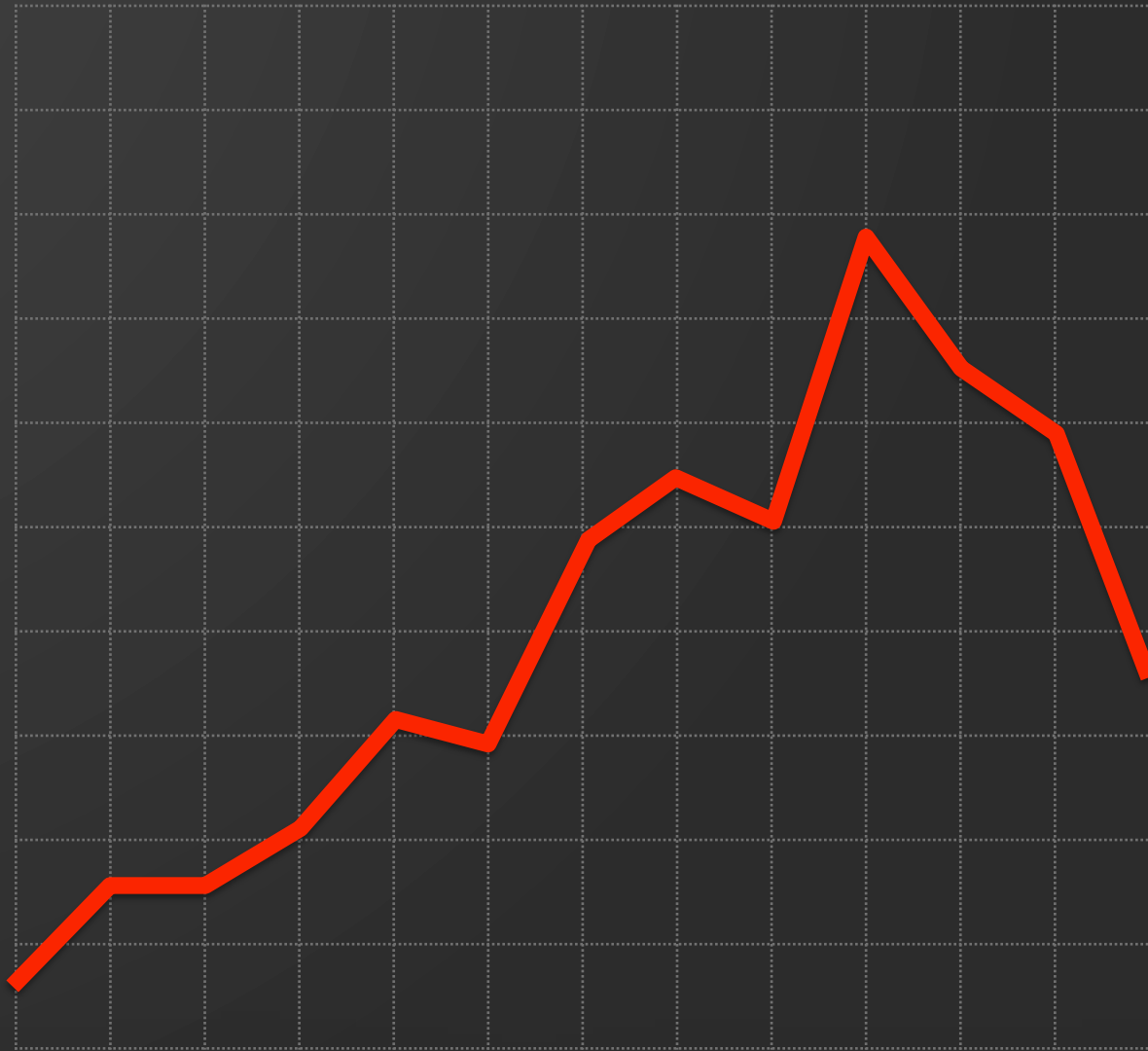


BIRTH OF THE MODERN BRAND

public domain images courtesy of Library of Congress



MASS PRODUCTION HITS MEDIA



LATE 20TH C.: PEAK BRAND

Piggly Wiggly photo: <http://j.mp/ow7L3E> | Newsstand photo: LOC.gov



FMCG^s: THE SHELF ERA

Department
Grocery & Gourmet Food
Jams, Jellies & Spreads
Fruit Butters (103)
Honey (1,594)
Jams & Jellies (2,346)
Marmalades (257)
Nut Butters (969)
Jams & Preserves Gifts (244)

Cuisine
☐ African (6)
☐ Bulgarian (15)
☐ English (62)
☐ French (214)
☐ German (11)
☐ Greek (40)
☐ Indian (13)
☐ Irish (20)
☐ Italian (192)
☐ Japanese (2)
☐ Mexican (29)
☐ Middle Eastern (16)
☐ Spanish (14)

Specialty
☐ Gluten-Free (87)
☐ Halal (9)
☐ Kosher (281)
☐ Low-Carb (5)
☐ Low-Fat (79)
☐ Low-Sodium (33)
☐ Natural (1,430)
☐ Organic (518)
☐ Sugar-Free (114)
☐ Vegan (79)
☐ Vegetarian (161)

Amazon Prime
☐ Prime Eligible

Grocery & Gourmet Food › Jams, Jellies & Spreads

Showing 1 - 24 of 6,331 Results

Sort by Popularity

Wedderspoon Raw Organic Manuka Honey Active 16+, 17.6-Ounce Jar
~~\$37.50~~ **\$29.95**
Get it by **Tuesday, Sep 20** if you order in the next **24 hours** and choose one-day shipping.
★★★★★ (154)
Prime
Show only Wedderspoon items

PB2 Powdered Peanut Butter - 85% Less Fat and Calories - 6.5 Oz
~~\$14.96~~ **\$8.29**
Get it by **Tuesday, Sep 20** if you order in the next **26 hours** and choose one-day shipping.
★★★★★ (16)
Prime
Show only PB2 items

PB2 Powdered Peanut Butter and Powdered Cocoa Peanut Butter - 85% Less Fat and Calories - 6.5 Oz Each - 2 Pack
~~\$14.97~~
Get it by **Tuesday, Sep 20** if you order in the next **26 hours** and choose one-day shipping.
Only 4 left in stock - order soon.
★★★★★ (6)
Prime
Show only PB2 items

Ambrosia Pure Honey From Colorado's Western Slope, 16-Ounce Bottles (Pack of 4)
~~\$21.20~~ **\$16.03**
Subscribe & Save: \$13.63
Get it by **Tuesday, Sep 20** if you order in the next **26 hours** and choose one-day shipping.
★★★★★ (43)

Skippy Peanut Butter, Natural Creamy, 15-Ounce Jars (Pack of 6)
~~\$48.60~~ **\$13.91**
Subscribe & Save: \$11.82
Get it by **Tuesday, Sep 20** if you order in the next **26 hours** and choose one-day shipping.
★★★★★ (70)

Skippy Peanut Butter, Natural Super Chunk, 15-Ounce Jars (Pack of 6)
~~\$48.60~~ **\$12.72**
Subscribe & Save: \$10.81
Get it by **Tuesday, Sep 20** if you order in the next **25 hours** and choose one-day shipping.
Only 5 left in stock - order soon.

ImDopeDays (I'm Dope, watch Days)
Daniel = Painful. Glad to see Try back. Met him last fall. He's dop...
405yd

Salini13 (D. M kiala)
@TheCo between
372yd

TussleFightGear (Tussle Fight Gear)
RT @yeyotequila: GREAT Tweeples #FF @360DegreesUnL...
236yd

Dolcetto
Enjoying a Mendocino
355yd

aamcotigard (AamcoTigard)
FREE DIAGNOSTIC - car repair, auto shop, truck repair, engine...
712yd

THE END OF THE SHELF

A NEW VOCABULARY

#SHELFISH

#SHELFISH

- a.* A holdover attitude from the Fast-Moving Consumer Goods era, contending that brands function primarily to distinguish like products from each other on shelves.

HOW BRANDS ARE CHANGING

<http://www.youtube.com/watch?v=yXTJhVBqWOM&feature=related>



InfoMedia, Inc.

It's toasted!



Marketplace®

A Prairie Home Companion®

With GARRISON KEILLOR

**THIS
AMER
ICAN
LIFE
FROM WBEZ**

**YOUR BRAND DOES
NOT REPRESENT
YOU**

**YOUR BRAND
REPRESENTS
YOUR USERS**

#SOYLENTBRAND

#SOYLENTBRAND

n. A brand that genuinely represents a fan constituency, providing a foundation for a community to rally around.

“BRAND-BUILDING”



48HR

HUSTLE

ISSUE ZERO

MADE IN 48 HOURS

48 HOURS MYSTERY

48 HOURS MYSTERY HOME | UP NEXT | FULL EPISODES | CRIMESIDER | BIOS | ABOUT US

BREAKING U.S. Supreme Court denies stay of execution in Troy Davis case

SHARE  

Season Premiere

Arturo Gatti's Last Fight

Saturday, Sept. 24 | 10 p.m. ET/PT

The ongoing controversy of the death of world championship boxer Arturo Gatti. Two years after retiring, did Gatti kill himself or was it murder? Erin Moriarty reports.

 Watch a preview



48 HOURS IPAD APP



"48 Hours Mystery" on your iPad

Television's most popular true-crime series is now available on the iPad!
Download now
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CRIMESIDER TRUE CRIME. ALL THE TIME.

UPDATED: SEP 21, 2011 8:25 PM EDT

THE DAILY BLOTTER



SEP 20 3:28 AM EDT

No clemency for Troy Davis
Inmate to be executed for 1989 killing of Ga. cop [Read More](#)



SEP 20 5:07 PM EDT

Survivor testifies in 2nd Conn. home invasion trial

MORE FROM CRIMESIDER

- Interrogations
- Cybercrime
- Caught on Tape
- Book 'Em
- 911
- Photos

- Report: Troy Davis execution reprieve, case with Sup. Ct.
- Jurors hear confession in Conn. home invasion

A NEW SEASON



Our Season Preview

Saturday night's No. 1 show. True-crime, real-life drama. Our new season premieres Saturday, Sept. 24.

48 HOURS SPECIAL



Bullying: Words Can Kill

A "48 Hours" special report on bullying



**LONG
SHOT**



Comeback

Sometimes, it seems like the entire world is down. All of us. The refrain of change has faded or flared into anger. The economy's story is told in a faltering line that peters down and to the right. As nations rush to arm, and wars drag on with little hope in sight, it's easy to worry that our best days are behind us. We often feel like the entourage of a fading rapper, watching an energetic kid step into the cipher and knowing our man just can't hack it anymore.

[read more about Longshot](#)

Selected Articles

An American Anniversary By Ann Friedman

Despite what you may have heard, the real America is not all white.

Gleaned from Encyclopedia Brown By Jacque Lynn Schiller

You're lying through a hole in your head. I've heard better ones from a horse with lockjaw.

Perpetual Emotion Machine By Evan Lerner

Everyone knows professional wrestling is scripted. What most people don't know is that there's

This Isn't Why You're Fat By Lindsay Meisel

Anything that's been around as long as butter is bound to go in and out of style. In the centuries we've been

Longshot Issue #2

A Journalism project in New York, NY by mat honan • [send message](#)

PROJECT HOME

UPDATES

3

BACKERS

473

COMMENTS

13



366 people like this. Be the first of your friends.



<http://kck.st/1KrYRI>

ABOUT THIS PROJECT

Over a 48 hour period from noon July 29, 2011, through noon July 31, 2011, thousands of writers, editors, artists, photographers, programmers,

473

BACKERS

\$17,007

PLEDGED OF \$7,500 GOAL

0

SECONDS TO GO

FUNDING SUCCESSFUL

This project successfully raised its funding goal on July 24. ✓

PLEDGE \$1 OR MORE



42 BACKERS

We'll send you a PDF version of issue one of Longshot magazine. It's gorgeous, and groovy and readable on basically any device. You can see a preview at <http://one.longshotmag.com>

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#HASHBRAND

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“MARKET SHARE”



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Recommend



277 people
recommend this. Be
the first of your
friends.

211

58

34

10



share



tweet



email

+1

#SHAREMARKET

#SHAREMARKET

- n.* The chaotic universe in which media objects strive to become vectors of human connection.

**“BRAND
STANDARDS”**

iPad 18:18 - 12MB - MiddleEarth 77%

Home TOP STORIES Sections

Google to take on Apple's iTunes with mainstream movie rentals on YouTube

AppleInsider · 4 hours ago

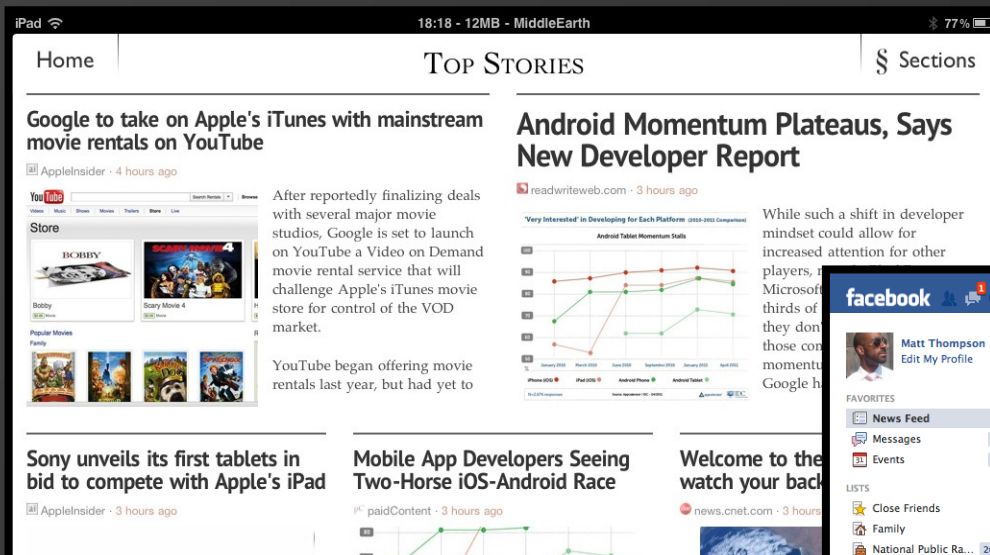
After reportedly finalizing deals with several major movie studios, Google is set to launch on YouTube a Video on Demand movie rental service that will challenge Apple's iTunes movie store for control of the VOD market.

YouTube began offering movie rentals last year, but had yet to

Android Momentum Plateaus, Says New Developer Report

readwriteweb.com · 3 hours ago

While such a shift in developer mindset could allow for increased attention for other players, Microsoft's third of them don't those comments Google h



Twitter interface showing search results for 'CES' and 'economy'.

Search: CES 137

Search: economy 114

Results include tweets from @MGRyberbiz, @engadget, @techwatching, @ServOBeer, @codysmith, @thaisarn, @moderateur, @BlogJobComm, @roseline, and @gizmologia.

Trending Topics: accelerometer, android, auto, beer, brian, chairs, chinese, church, comments, cup, curious, delay, development, dude, early, elect, elec, gives, goes, goodness, government, heading, hope, including, indeed, intended, issues, jump, library, med, management, monday's, mouth, needed, numbers, nyc, couch, periscope, ping, pours, prepare, routine, sales, school, serv, sharing, sir, spanish, streaming, struggling, sunny, targets, test, telling, tells, tough, trading, transfer, tweetdeck, ugh, unfortunately, vide.

Feedback



Facebook News Feed interface.

Home Profile Account

News Feed

Update Status Add Photo Ask Question

What's on your mind?

FAVORITES

- News Feed
- Messages
- Events

LISTS

- Close Friends
- Family
- National Public Ra...

Upcoming Events

What's the event?

11 event invitations

Birthdays: Jennine Tambio, Olivia Ma

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Take NFL action with you

Heart-pumping highlights. Game-day play. And awe-inspiring audio. Only on NFL Mobile from Verizon.

Friends' Photos

Tagged — Josh Korr

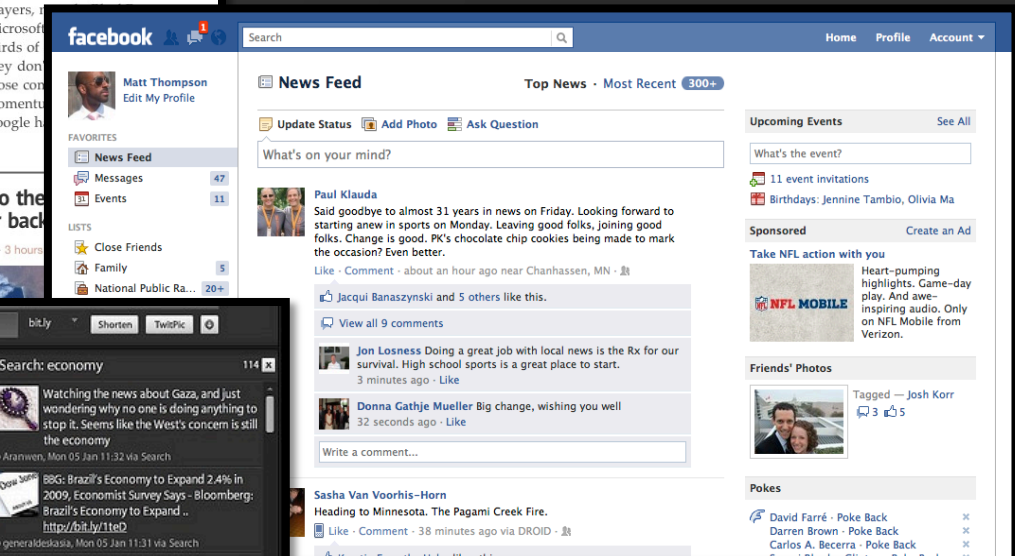
Pokes

David Farré · Poke Back

Darren Brown · Poke Back

Carlos A. Becerra · Poke Back

Jonathan · Poke Back



Flipboard app interface showing a grid of content tiles.

Flipboard your social magazine

Contents

Edit

Facebook

Add your Facebook account...

Twitter

Add your Twitter account...

FlipTech

The Great Pattishall Award is given yearly to the individual who breaks Flickr.com in the most spectacular way.

Flickr Awards This Year's Grant-Pattishall Award — http://trcm.ch/

TechCrunch

The Economist

Deepwater Horizon may be the world's biggest accidental oil spill

The Economist

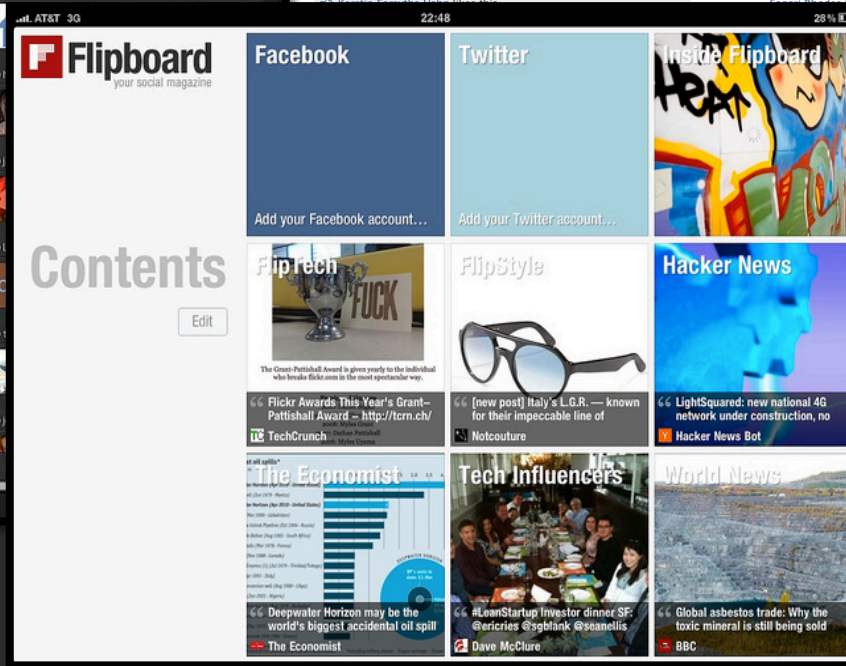
Tech Influencers

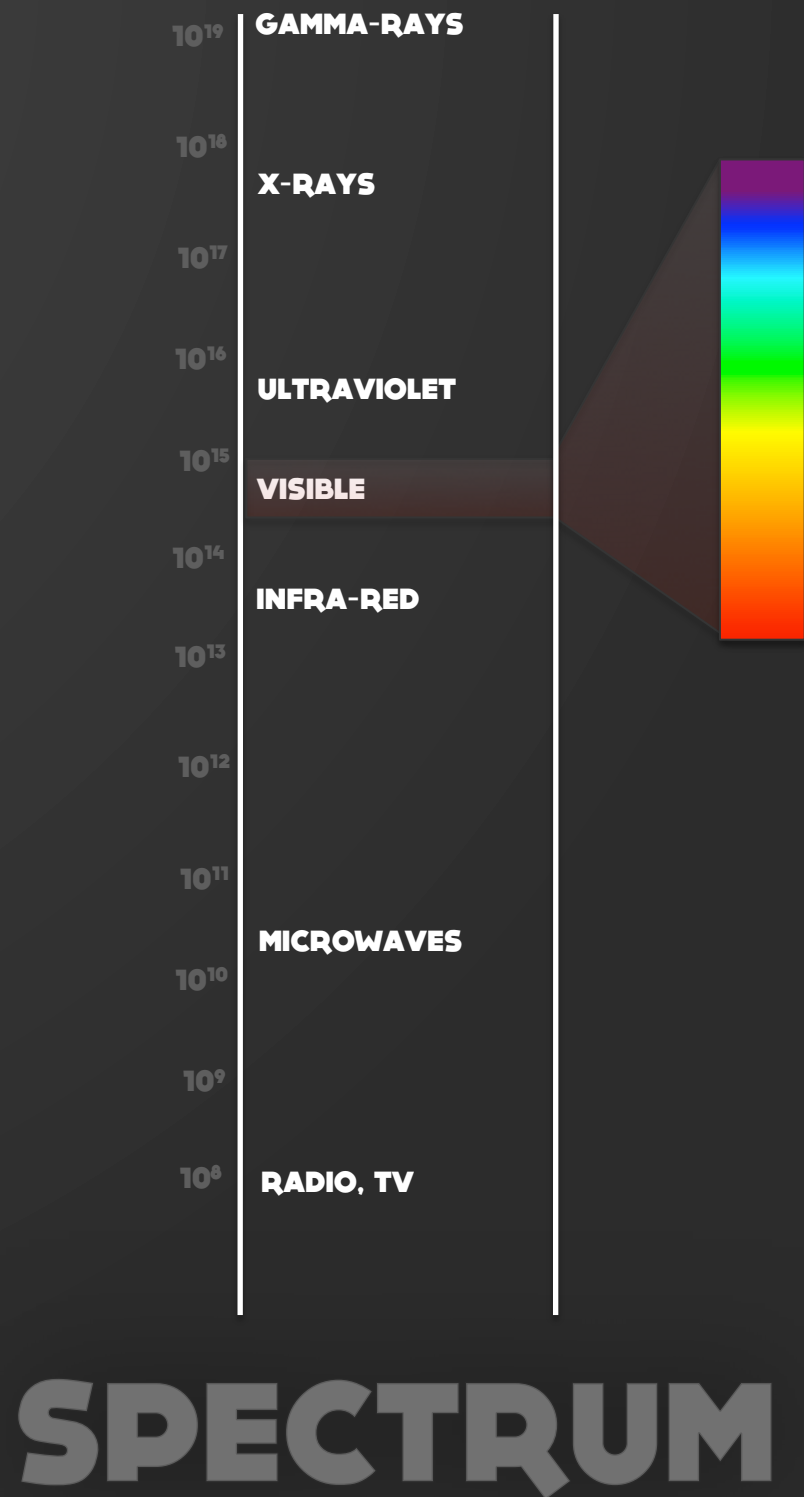
LeanStartup investor dinner SF

World News

Global asbestos trade: Why the toxic mineral is still being sold

BBC



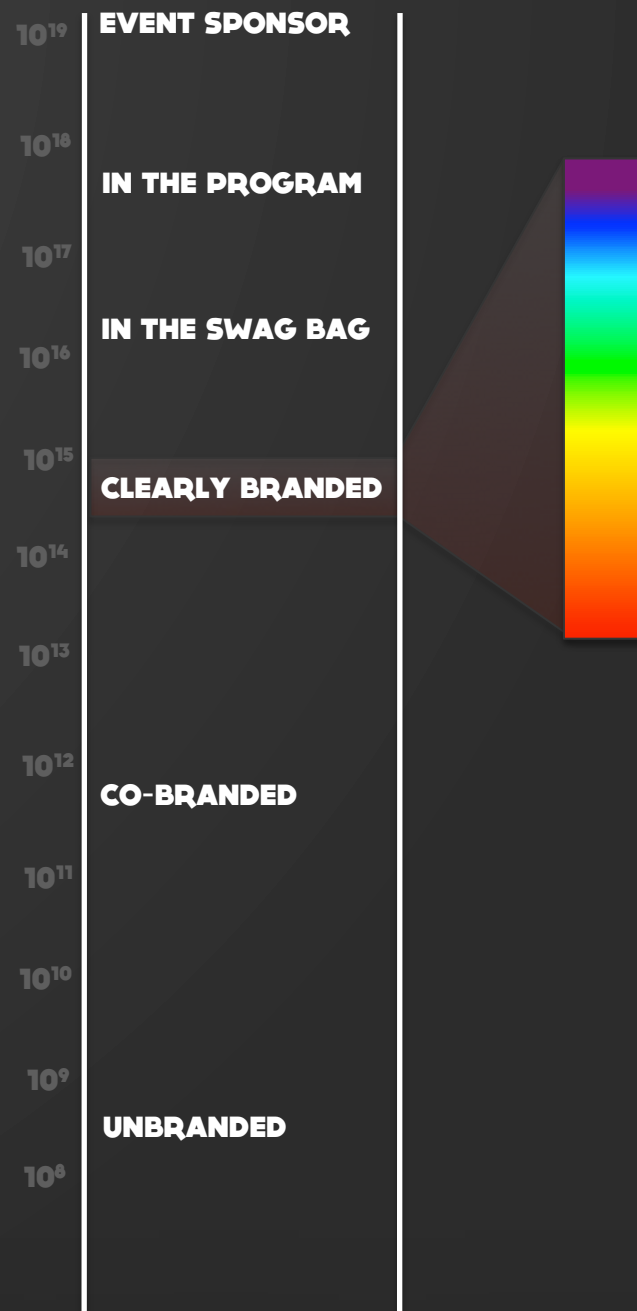


#BRANDWIDTH

#BRANDWIDTH

n. The degree of importance, presence or fidelity a brand has in different contexts.

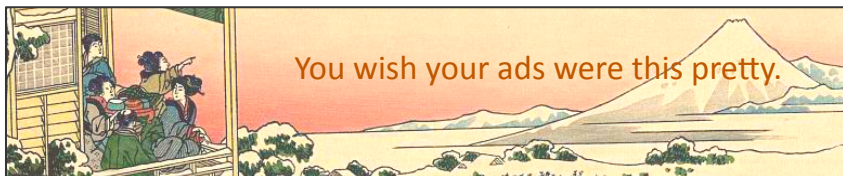
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HOW BRANDS ARE CHANGING MEDIA

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NEWS ARTSPASH SPORTZBUZZ YOURVOICES HOMESLICE GO!

Real-Time News



Memorial Garden dedicated

Firefighters worked for two hours before declaring a Speedway apartment blaze in under control. There have been no reports of serious injury to either firefighters or residents.
[Read Full Story](#)

Spiers use concert to educate students about their safety

Smith, Catchings lead Fever past Dream in Game 1

Indianapolis man indicted on charges of child abuse in Grand Canyon

Vera Bradley plans to expand distribution center

AP sources: Chrysler-UAW talks break down

State Police seize millions in cash, cocaine



ArtSplash



Governor Daniels continues book tour on The Daily Show

People magazine Country Special edition

Singer Gloria Estefan

Simon Cowell: 'X Factor' is the biggest moment in my career

SportzBuzz



Fever's Tamika Catchings 2011 WNBA Most Valuable Player

NBA training camps may be in jeopardy

UConn's Calhoun: College game will benefit from NBA labor strife

Notre Dame football: Irish phenom Lynch finds the right gear

YourVoices



garage sale

SEP
23

Posted by [ann1](#) 
11 hours ago

we are having a first time in 3 years a clean out our house and garage sale all welcome and anything goes i... [read more](#)



Washington Square Mall Trick-Or-Treat Fun

OCT
31

Posted by [taylor_schaffer89](#) via [FOX59.com](#) 
12 hours ago

Washington Square Mall will offer little ghouls and goblins a safe place to haunt this Halloween as they pr... [read more](#)



The Family Pumpkin Patch

OCT

#BRANDCASTLE

#BRANDCASTLE

- n.* A media experience purporting to offer content and storytelling, but in reality obsessed primarily with how a media entity thinks of itself.

BRANDS $\neq$ CONTENT

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msnbc.com

as of 6:53 p.m.
Sept 18, 2011

Washington, DC
cloudy, 66°F (Change)

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Top stories

GOP CALLS OBAMA'S TAX PLAN 'CLASS WARFARE'

NEW NYT: The president will call for a new minimum tax rate for individuals making more than \$1 million a year. [Full story](#)

White House trying to keep focus on jobs

Strauss-Kahn: Sexual encounter with hotel maid a 'moral failing'



Pool via Reuters

"What happened was more than an inappropriate relation," says former IMF chief in televised interview. "It was an error." [Full story](#)

US news



Kathy Willens / AP

Endangered NYC public mural could be restored

Sports



Getty Images

UPDATED Saints 'took it to them' in beating down Bears

UPDATED Packers withstand Newton's charge

Live: Follow all the action from NFL Week 2

Featured

Decision 2012

Latest stories and analysis on election

Hurricane Tracker

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Powerwall

Coverage of your favorite VIPs

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Five found dead in RV at Clarksville, TN, speedway - LeafChronicle
<http://www.theleafchronicle.com/article/20110918/NEWS01/found-dead-RV-Clarksville-Speedway>
6:44pm on 9/18/2011

Gadhafi spokesman: 17 'mercenaries,' including French, UK citizens, are captured in Bani Walid - Reuters, from Arrai TV
6:28pm on 9/18/2011

Nigeria sets \$160k bounty on suspect in August UN headquarters attack that killed 23 - Reuters

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LIVE UPDATES

Five found dead in RV at Clarksville, TN, speedway - LeafChronicle

👍 spotted by editor 🌿 from www.theleafchronicle.com 📄 more

@AJEnglish

Saudi trial for al-Qaeda suspects begins

<http://english.aljazeera.net/news/middleeast/2011/09/20119181738379220>
utm_content=automateplus&utm_campaign=Trial6&utm_source=SocialFi

✔ spotted by editor from twitter.com/AJEnglish more

Gadhafi spokesman: 17 'mercenaries,' including French, UK citizens, are captured in Bani Walid - Reuters, from Arrai TV

✔ spotted by editor ⬇ more

Libya's transitional leaders fail to agree on new cabinet - Reuters

✔ spotted by editor from www.reuters.com more

@feb17voices

LPC #Misrata: NATO airstrikes also hit a building in #Sirte used as a sniping position by #Gaddafi loyalists. #Libya

✔ spotted by editor 🐦 from twitter.com/feb17voices ➦ more

@dallas_news

Pac-12 finalizing details to add Texas, Oklahoma, Oklahoma

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UBS ROGUE TRADING

IRAN US HIKERS

JAPAN EARTHQUAKE

'OCCUPY WALL STREET' PROTEST

New Policy in District of Columbia



[September 2011] We discovered the 1 car

1 hr ago

update

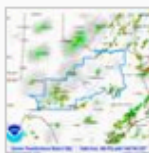


@tota770

#Breaking : Hearing explosions close to change square in #Sanaa . #Yemen #YF #SupportYemen @AJStream

✓ spotted by editor from twitter.com/tota770 more

1 hr ago



@cbs11jeffrey

Thunderstorm Watch in effect for north Texas until 11pm. Storms over Cooke Co. Cold front just to our NW. <http://lockerz.com/s/139969787>

✓ spotted by editor from twitter.com/cbs11jeffrey more

1 hr ago

hot
update

Update: 18 dead, over 100 injured following quake in NE India, Nepal - Times of India

✓ spotted by editor from timesofindia.indiatimes.com more

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SIKKIM, IN show map

IRAN show map

YEMEN show map

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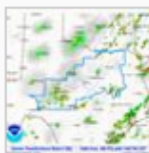


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hot

update

Update: 18 dead, over 100 injured following quake in NE India. [Times of India](#)

[times.com](#) more

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Obama: Changes will help school law, not weaken it

57 minutes ago - By Kimberly Hefling, AP Education Writer
Decrying the state of American education, President Barack Obama on Friday said states will get unprecedented freedom to waive basic elements of the sweeping Bush-era No Child Left Behind law, calling it an admirable but flawed effort that has hurt students instead of helping them.

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Top Seeds

- Perry rewrites history, claims he never advocated secession**
Little Green Footballs (Seeded By bonos_rama)
- Gay soldier booed at GOP debate, candidates stay mum - The Hill's Ballot Box**
TheHill.com (Seeded By jfxgillis)
- Davis Execution Leads to Chorus of Outrage in Europe: America's justice seen as 'brutal' and 'flawed'**
The New York Times (Seeded By Ms CYPRAH)
- Republican presidential candidates silent as Gay soldier booed**
NY Daily News (Seeded By Chello)
- Bachmann proposes to eliminate all taxes**
Raw Story (Seeded By Soph0571)
- Sarah Palin's husband Todd 'considering divorce'**
Telegraph (Seeded By bonos_rama)

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Most Active Stories

- What does it say that most of the 10 poorest states are Republican?**
82 Votes | 255 Comments
- Republican Debate Audience Boos Gay Soldier**
73 Votes | 168 Comments
- Woman With Cerebral Palsy "Denied Service Dog", Company 'Keeps' Her \$20K**
48 Votes | 51 Comments
- Lab Claims Faster-Than-Light Particle**

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Obama: Changes will help school law, not weaken it

57 minutes ago - By Kimberly Hefling, AP Education Writer
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Most Active Stories

- What does it say that most of the 10 poorest states are Republican?
 82 Votes | 255 Comments

Add a news module ... or drag the ones below

Top Seeds

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- Republican presidential candidates silent as Gay soldier booed
 NY Daily News (Seeded By Chello)
- Bachmann proposes to eliminate all taxes
 Raw Story (Seeded By Soph0571)
- Sarah Palin's husband Todd 'considering divorce'
 Telegraph (Seeded By bonos_rama)

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The Causes of the Immigration Problem
 South Korean Bank Chief Apparently Kills Himself, Police Say

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IT NEEDS AN EXPERIENCE**

**IF IT MERITS AN EXPERIENCE
IT MERITS A BRAND**

**FANS
BEFORE
BRANDS**



corcoran.com *Where do you want to live?*

SAT 15 **Protest map and logistics**

I'll probably protest the war by staying indoors and [consuming French products](#), but should you decide to brave the cold, here's a map and logistics guide.

[New York march logistics](#) [UnitedforPeace.org via [TMN](#)]

Seen and heard: fashionista fight

"Two fashion students, carrying copies of W like it was the Bible, dissing a third student who copied their designs and stole their fabric—in other words, practicing for their professional careers in fashion."

[Scenes from the morning commute](#) [601am]

Cad

Daily Candy discusses Rick Marin's book, *Cad: Confessions of a Toxic Bachelor*, which they note hits stores today. (Actually, it's been in the Union Square B&N for a couple of weeks.) Marin's take on bachelorhood: "No guy wants to be alone. We want to be with other women. Then when we're out with other women we want to be alone. That was the problem."

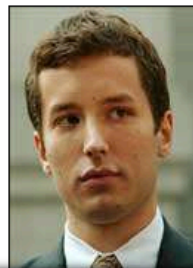
[Cad: Confessions of a Toxic Bachelor](#) [Amazon]

[A rogue by any other name](#). [Daily Candy]

Doug Faneuil's Friendster page

Douglas Faneuil—the stockbroker's assistant who ratted on Martha Stewart—has a Friendster page. His interests: "gay booty." Friendster, by the way, is some sooper-doooper West Coast networked dating thingamajig. I'm four degrees of separation away from Douglas, according to [Friendster](#). Which is a relief. Any closer and I might share Martha's fate.

You ↔ [Anil](#) ↔ [Min Jung](#) ↔ blaise (a.k.a. 'bazima') ↔ [Douglas](#)



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Chilling video of deadly Nevada air race crash

BY MIKE SPINELLI

SEP 18, 2011 4:00 PM

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BY DAVID GALLOWAY

SEP 18, 2011 4:00 PM

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Usually only soldiers, law enforcement officers, and some hunters worry about being shot, but random shootings take place every day. Would you know what to do some around you or even yourself were shot? [More »](#)

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Turn an Ikea Shelf into a

03:00 PM

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TV, MUSIC, WIFI, AND MOVIES ON DEMAND.

THE OFFICIAL AIRLINE OF WORLD ROBOT BOXING

REAL STEEL

IN THEATRES 10.07.11

GRAB A SEAT

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FORUMS: TIPS, OPENTHREAD, HOWTO, DEALHACKER, DIY

04:00 PM

BY DAVID GALLOWAY

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AGENTS MAKE INSURANCE PROBLEMS SIMPLE

State Farm

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15,988

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Joe Morgan Led The World's Largest Chicken Dance With Attractive Ladies In German Dresses Yesterday

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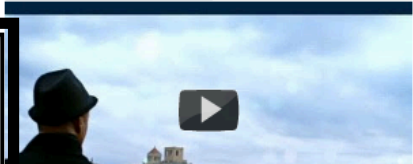
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JOIN OUR DEBATE ON A CAMPUS CRISIS



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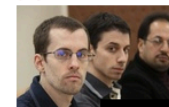
Pay No Attention to the Plunging Satellite

ENTERTAINMENT



McGinniss Launches Defense of Palin Book

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Snag Delay of U.S. Hike

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theAtlantic wire
what matters now

Prescription assistance for uninsured Americans, from sea to shining sea.

1-866- Pfizer Roll

- POLITICS
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Leaders Huddle as Palestinian Press Statehood Bid

theAtlantic CITIES
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THE CAUTIONARY TALE

BRANDS

≠

BUSINESS UNITS

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#BRANDEMPIRE

#BRANDEMPIRE

- n.* A collection of brands of various shapes and sizes that represent the many (often overlapping) fan constituencies an organization serves.

September 22, 2011

THE HUFFINGTON POST

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

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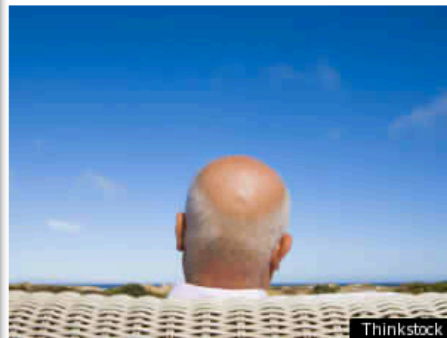
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KIM KARDASHIAN WEARS THIGH-HIGH BOOTS
TO JEWELRY LAUNCH: SNAP JUDGMENT
(PHOTOS)



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- ν. The act of perfunctorily occupying “real estate” in different media environments because you think your brand “needs to be there.”

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All Clickables



Editor's Picks

Your

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ALL CLICKABLES



Every Outfit Cher Horowitz Wears in...



Here's a Supercut of Every Cher Outfit From *Clueless* Do you have any *Clueless* quotes left, after nerding out [on that reunion post?](#) If so, let's hear the fashion ones. We'll start with the obvious: "She could be a farmer in those clothes." Your turn.



**“PERSONAL
BRAND”**

FAST COMPANY

TECHNOLOGY

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MAGAZINE | NEWSLETTER

The Brand Called You

BY: TOM PETERS August 31, 1997

Big companies understand the importance of brands. Today, in the Age of the Individual, you have to be your own brand. Here's what it takes to be the CEO of Me Inc.

It's a new brand world.

That cross-trainer you're wearing -- one look at the distinctive swoosh on the side tells everyone who's got you branded. That coffee travel mug you're carrying -- ah, you're a Starbucks woman! Your T-shirt with the distinctive Champion "C" on the sleeve, the blue jeans with the prominent Levi's rivets, the watch with the hey-this-certifies-I-made-it icon on the face, your fountain pen with the maker's symbol crafted into the end ...

You're branded, branded, branded, branded.

[HTTP://J.MP/THEBRANDOFYOU](http://j.mp/thebrandofyou)



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Malcolm Gladwell

Author of four bestsellers, *What the Dog Saw*, *Outliers*, *Blink* and *The Tipping Point*

Provocative ideas that are taking the business world by storm. Phenomenal best-selling author.

Highlights



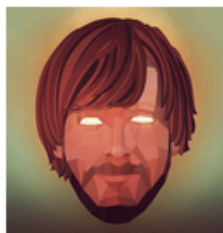

Malcolm Gladwell has an incomparable gift for interpreting **new ideas** in the social sciences and making them understandable, practical and **valuable to business** and general audiences alike.

He's become so successful at this that, in 2005, *Time Magazine* named Malcolm one of its 100 Most Influential People. He was chosen for *Foreign Policy's* Top 100 Global Thinkers 2010 and 2009 list and is ranked number two on The Thinkers 50. And *Newsweek* chose him for the "Top 10 New Thought Leaders of the Decade."


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2008: **\$80K A POP**

**WE' RE NOT ALL
MALCOLM GLADWELL.**



Brandon Boyer

@brandonnn Austin, TX

chairman, Indie Games Festival: igf.com. my wild pure simple life: brandonnn.com. ナイスガイ! Coming soon,

@VenusPatrol: <http://kck.st/mYSiJZ>

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brandonnn Brandon Boyer

@fullbright @jimrossignol yeah, unfortunately, not as excitement a lunch as it could've being.

5 hours ago



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(infinitelives.net/wp-content/upl...)

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twitpic.com/6nhr3c

6 hours ago



PHIL_FISH PHIL FISH ↻ by brandonnn

"so I played a bunch of it all weekend... it's really fucking magical! And you can quote me on that." - @radiomaru

7 hours ago



About @brandonnn

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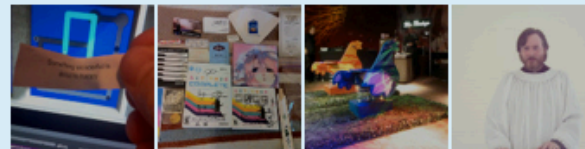
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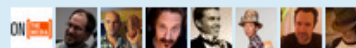
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#PERSONALBAND

- n.* The community of fans that loves your work, follows you, might support your Kickstarter project, and decidedly does not think of you as “a brand.”



THE MODERN BRAND



THE RELATIONSHIP STRIKES BACK

The logo for Qwikster, featuring the word "Qwikster" in a bold, white, sans-serif font with a slight shadow effect, set against a red rectangular background.

Qwikster

a Netflix company

The Qwikster logo is displayed in a white, rounded, sans-serif font. The letter 'Q' is stylized with a thick, rounded tail that loops back towards the center of the letter. The letters 'w', 'i', 'k', 's', 't', 'e', and 'r' are in a standard, slightly rounded sans-serif font. The entire logo is set against a solid red rectangular background.

Qwikster

a Netflix company

ANY QWUESTIONS?