

## **BRAND SENSE BOOK**



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### **Stewart Brand Wikipedia**

Stewart Brand (born December 14, 1938) is an American writer, best known as editor of the Whole Earth Catalog. He founded a number of organizations, including The WELL, the Global Business Network, and the Long Now Foundation. He is the author of several books, most recently Whole Earth Discipline: An Ecopragmatist Manifesto

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### **Brand Wikipedia**

A brand is an overall experience of a customer that distinguishes an organization or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising. Name brands are sometimes distinguished from generic or store brands. The practice of branding is thought to have begun with the ancient Egyptians who were known to have engaged in livestock branding

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