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No business plan, no major marketing plan and strategy, no t hought given to branding, and etc. In your head you scream: "what luck!" If you relate to this, you should check out David Vinjamuri's new book Accidental Branding: How Ordinary People Build Extraordinary Brands .

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Accidental Branding Ordinary People Build Extraordinary

In "Accidental Branding" (Wiley), David Vinjamuri celebrates "how ordinary people build extraordinary brands." The third book, "Powerlines: Words That Sell Brands, ...

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David writes the Brand Truth column online for Forbes, which has been read by over 1 million people. David is the author of Accidental Branding: How Ordinary People Build Extraordinary Brands (Wiley, 2008) and two novels.

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The title is Accidental Branding: How Ordinary People Build Extraordinary Brands by David Vinjamuri. In Accidental Branding, David profiles the leaders of several companies whose brands took off seemingly out of nowhere and succeeded in different, but amazing ways.

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