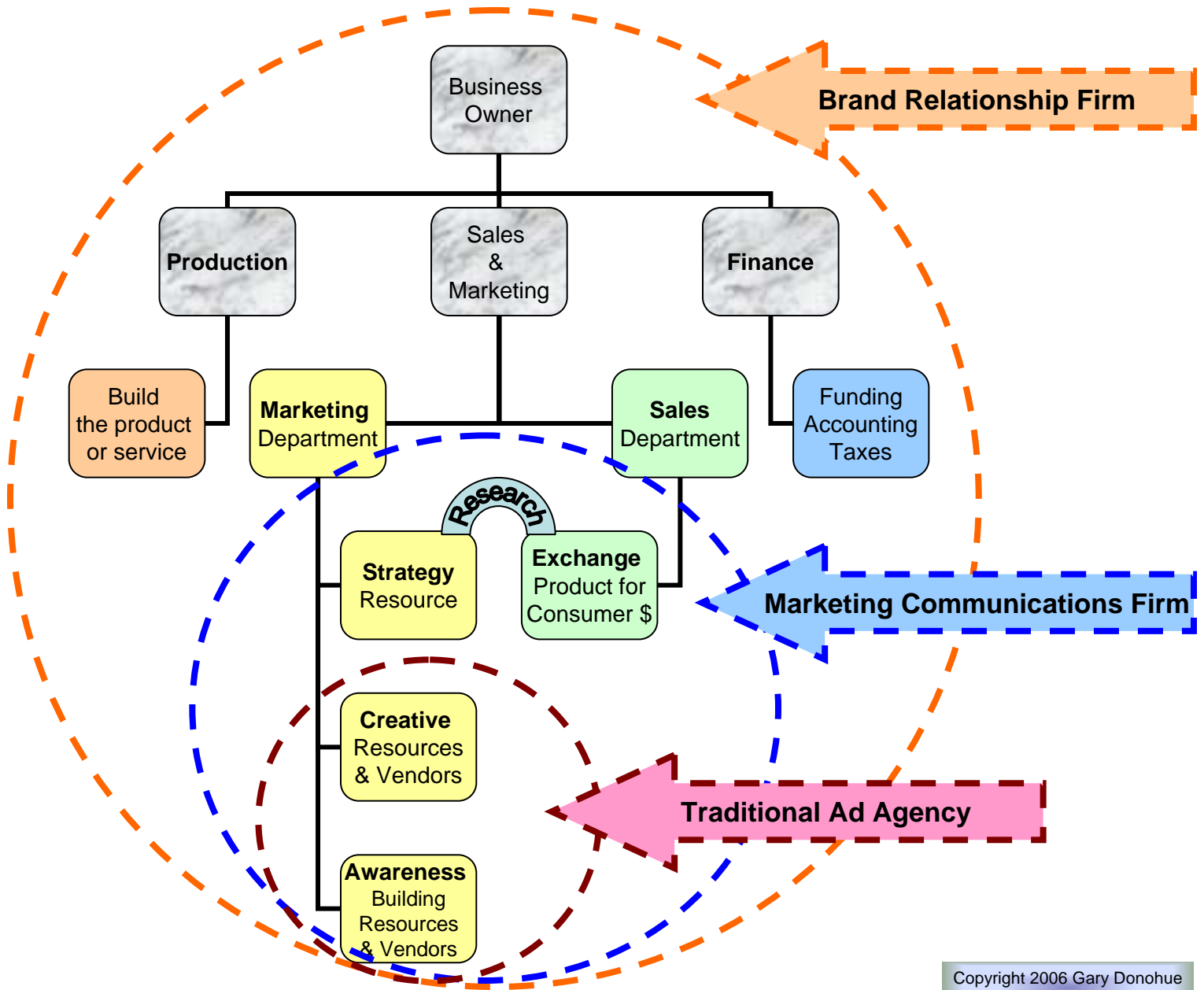


The Ad Agency / Communications Firm Business Condition

Brand Relationship Consultant

What better way to develop brands for clients than to become expert at doing it for yourself? As Gandhi said, "We must become the change we seek in the world." Or as my Midwestern Uncle Merle said, "practice what you preach."



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My suggestion is to plot the marketing culture based on this diagram.

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