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**April 18th 2013: Is Your Brand Creating Customer Demand?**

How do you create a brand that's irresistible to your audience and positions you as an authority, especially if you've never built one before? Building or rebuilding a brand takes research and some specific steps necessary to create a brand that's unique to your personality, company, products, and services. In order to build an irresistible brand, you need to take what you learn about yourself, your audience, and your competition and blend that research with your own personality to create a style that attracts your audience. Tune in to today's show with my guest, Karin Arden as we discuss how

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#### Featured Guest



#### Karin Arden

Karin Arden is a marketing communications professional with over 30 years' experience in developing, executing and managing innovative and successful strategic marketing and communications programs for a variety of firms.

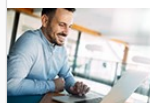
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