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**September 26th 2017: Are You Building a Long Term Sustainable Business?**

Did you know that your brand and your market's perception of your brand influences whether your business will be sustainable long term? In this fascinating interview, Brand Perception Indicator Authority and Founder, Iain MacKenzie explains the impact of colour, shape and communication on your brand in the marketplace.

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##### Iain MacKenzie

Iain MacKenzie is an executive coach with a background in IT that includes being a senior consultant with one of the world's top consulting groups, IBM Global Services.

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