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The Business Edge

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**June 11th 2014: Special Encore Presentation:
Branding: Your Fuel for Greater Success**

Branding fuels your success in these funky and interesting times. Branding is your differentiator in the marketplace. Customers want to engage experts that provide high octane fuel that skyrockets their business past the competition. Everything and everyone communicates your branding - from your logo to every individual you employ. Have you hired with that premise in mind? Every communication by your company and the individuals re-enforce, or not, your brand. There are no exceptions. Your brand provides a mantra-of-sorts for your staff, your culture and your customers. Does your personal pas

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Featured Guest



Ellen Castro

Best-selling author Ellen Castro, Chief Energizing Officer, is an engaging and empowering speaker, a global consultant and a trusted executive coach. She has traveled worldwide to empower, energize and provide real lasting solutions and immediate results for corporations in 17 industries.

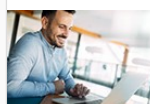
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