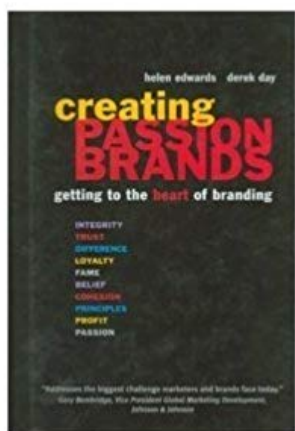


## Creating Passion Brands



Brands are at a crossroads. Today's marketers face flat growth, regulated markets, rapacious retailers and cynical consumers. And yet some brands rise above the issues to ignite passionate advocacy in consumers and employees alike. These are the brands with the imagination to stand for something rather than just following the latest consumer whim, the brands with a burning inner fire and the courage to live by their beliefs. Passion brands not passive brands.

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