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**By Richard Cunningham**

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[http://www.whatsworking.biz/full\\_story.asp?ArtID=92](http://www.whatsworking.biz/full_story.asp?ArtID=92)

- and is president of the branding firm,

Miller Brooks.

Richard Cunningham is a principal of What's Working in Biz,

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, a publisher

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