

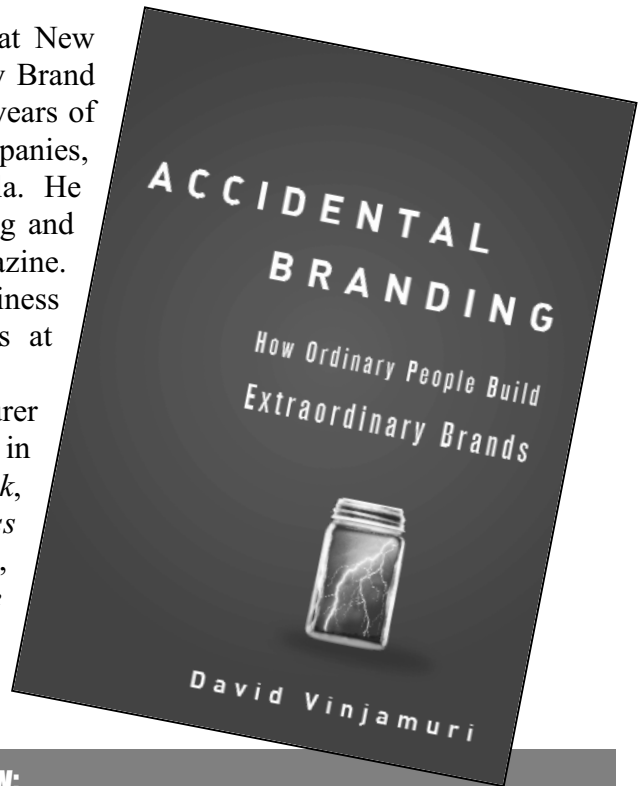
Author of "Accidental Branding"

David Vinjamuri

Branding Expert

David Vinjamuri teaches marketing at New York University and runs ThirdWay Brand Trainers. David has more than 18 years of marketing experience at Fortune 100 companies, including Johnson & Johnson and Coca-Cola. He is editor for the ThirdWay Advertising Blog and reviews advertising for *BrandWeek* magazine. He has appeared regularly on Fox Business News. (See some of David's appearances at www.accidentalbranding.com/press.)

David has been the featured guest lecturer on the Queen Mary 2 and has been quoted in major periodicals, including *BusinessWeek*, *Advertising Age* and *Investor's Business Daily*. *Publishers Weekly* calls David's book, *Accidental Branding: How Ordinary People Build Extraordinary Brands*, "compelling" with "a lively flavor that goes down better than any list of dry strategies."



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Available for media interviews and speaking engagements

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