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approach to brand
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Archetypes in Branding
offers an approach to
create conversations that
matter to the success
and sustainability of
your brand and your
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90+ Best Archetypes in
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One of the first branding firms to pioneer brand archetypes from Jungian psychology, Young & Rubicam, included this archetype (example, Mastercard); Yet no equivalent archetype may be found in Margaret Hartwell's "Archetypes in

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