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By Al Ries;Laura Ries

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Laura Ries is an author of marketing books and co-founder in of the advertising consultancy firm Ries & Ries with her father, Al Ries *The Origin of Brands* (2004

Laura Ries is a leading marketing strategist, bestselling author and television personality. In 1994, Laura founded Ries & Ries, a consulting firm with her father and

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Al Ries is a marketing professional and author. Laura Ries. Along with Jack Trout, *The Origin of Brands* (2004)

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