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Principles Of Marketing Quiz Answers

I had hired a branding company to name my largest startup, but had no idea myself how to build a brand. Desperate for an answer, I bought David Aaker's 1991 book, "Managing Brand Equity." It explained ...

'Positioning for Advantage': A Blueprint to Grow Brand Value

Alex Malyshev and Sarah Ganley of Carter Ledyard & Milburn LLP discuss differing industry and government views and approaches to classifying a less-concentrated cannabis product known as Delta-8 THC.

Controlling cannabis and the classification of Delta-8 THC

In data: a new direction, the UK Government proposes to reform legitimate interest. What may sound like a technicality has rather serious implications for UK residents: tech companies and ...

New UK data laws will harm mothers and children

Vestiaire Collective is the latest in a growing roster of fashion companies that have spent months teasing out company policies and practices to qualify for the highly regarded sustainability ...

What It Takes to Become a B Corp

Alex Taylor, Partnerships Director at Picnic, says Google's introduction of Core Web Vitals is great news for publishers and advertisers who care about the user experience, but it's not the end for ...

Steve Jobs knew it and Core Web Vitals agrees: it all starts with user experience

Health systems and payers are trying new approaches to cut down the likelihood of bias unintentionally creeping in at each stage of AI.

Building unbiased AI

Q2 2021 Earnings Call Sep 07, 2021, 9:00 p.m. ET Contents: Prepared Remarks Questions and Answers Call Participants Prepared Remarks: Operator Good morning, ladies and gentlemen, and thank you for ...

Dada Nexus Limited (DADA) Q2 2021 Earnings Call Transcript

Companies are making real dairy, meat and eggs without animals and using fermentation to produce new analogs, but the challenge is describing it in a way that sounds appetizing — and not like science ...

Technology is revolutionizing food, but how can it be explained to consumers?

Israel's leaders exploited the US reaction to 9/11 to demonize Palestinian resistance to the occupation. They have used the discourse of "counterterrorism" to entrench a system of apartheid, while ...

Israel Took Advantage of 9/11 to Wage War on Palestine

Reducing news to hard lines and side-taking leaves a lot of the story untold. Progress comes from challenging what we hear and considering different views.

Today's Premium Stories

NBA instituting an in-season tournament. They are the three certainties of life, and it seems as though we've made about as much progress on the third as we have on the first two. The idea has been ...

How the NBA can differentiate a possible in-season tournament from the rest of its schedule

To be a political journalist, you have always needed to be able to resist bullying aimed at making you second-guess your work.

Bullying of reporters in Australia accelerating rapidly

Q2 2022 Earnings Call Sep 08, 2021, 5:00 p.m. ET Contents: Prepared Remarks Questions and Answers Call Participants Prepared Remarks: Operator Good evening. Thank you for attending the SentinelOne ...

Sprint (S) Q2 2022 Earnings Call Transcript

To be a political journalist you have always needed to be able to resist bullying aimed at making you second-guess your work ...

Reputations of Australian reporters being savaged on social media

The Eighth Circuit's recent equitable discretion decision in *VeroBlue* sends a warning to practitioners and the bench that courts' overuse of this bankruptcy doctrine in dismissing post-plan ...

Bankruptcy Courts' Equitable Discretion May Be In Danger

Beyond death and trauma, 9/11 changed life in America, even for the class of 2002 at a distant high school in America's breadbasket.

'Maybe we don't have control over our destinies': Touching stories from the class of 9/11

Putting up with bullying has always been a feature of political journalism, but something has changed recently which is making political bullying far more insidious and increasingly challenging to ...

Bullying on Twitter has become unhinged. It's time to call out the personal, sexist attacks

Government wants "a clear legal framework overseen by a regulator that takes account of the benefits of data use, while protecting against the harms that can come from using personal data irresponsibl ...

UK government consults on reforms to the UK's data protection regime

In an upcoming digital event on Thursday, September 23, scientists at Premier Medical Laboratory Services (PMLS) will talk through a variety of COVID-19 topics ranging from the delta variant to ...

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