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BUSINESS



Out of the Comfort Zone

with
Wanda Wallace

Out of the Comfort Zone
Friday at 11 AM Pacific
January 11th 2019: Citizenship, Brands, Trust
and Doing Good with Anne Bahr Thompson

When we look at companies we admire and value, we find they do more than deliver profits. They improve people's lives in some way. Does doing good really lead to corporate strength? How does this citizenship work and why does it matter? Where and how does trust enter the equation? How can the culture change from me to we? Tune in to hear about the research that underpins "brand citizenship".

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Featured Guest



Anne Bahr Thompson

Anne Bahr Thompson is the pioneer of the Brand Citizenship movement and a Trust Across America 2018 Top Thought Leader in Trust. She has been inspiring business leaders to use their brands as a force for change for more than 25 years.

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