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Lindstrom is a columnist for

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Lindstrom, TIME Magazine and Harvard Business Review and frequently contributes to NBC's Today show.

Lindstrom has written seven books on brands and consumer behavior. He is the founding partner and Chairman of the Board of Buyology Inc. and Director of Brand Sense Agency.

Martin Lindstrom - Wikipedia

Martin Lindstrom is one of the world's foremost business and culture transformation experts. He is a New York Times best-selling author and speaker.

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