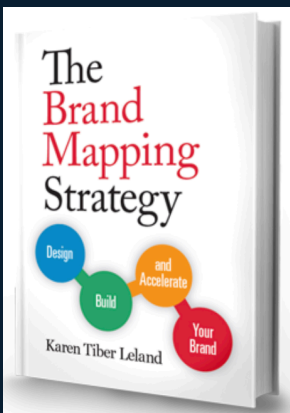




**KAREN TIBER LELAND**  
Author and  
Founder of  
*Sterling Marketing Group*



# Why CEO Branding is a Necessity



**THOUGHT TALK**  
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Sterling Marketing Group