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Kent Wertime is the author of *DigiMarketing* (3.38 avg rating, 29 ratings, 2 reviews, published 2008), *Building Brands & Believers* (3.33 avg rating, 6 rat

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The Archetypes and the Collective Unconscious Wertime, K.: 2002, Building Brands and Believers: How to Connect with Consumers using Archetypes