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New Class Launches for Certified Brand Strategist Accreditation

Cleveland - September 16, 2008 – A new class for agency principals to obtain Certified Brand Strategist (CBS) designation through [The Brand Establishment](http://www.BrandEstablishment.com) will start on September 25th, 2008.

The only program of its kind, [CBS designation](#) demonstrates the knowledge, skills and abilities that are required in the brand development process. The accreditation program is developed by [The Brand Establishment Faculty and Board of Advisors](#), a group of highly experienced and respected professionals, agency leaders and brand experts nationwide that includes Anthony Mikes, managing director of [Second Wind](#), the world's largest agency training organization. To date, [37 agency principals](#) across the country have received certification.

The class kick offs in Orlando with an orientation and culminates with certification at a February roundtable in San Diego. Class members are given a syllabus, assignments (which include real-life case studies), written and oral examinations and are individually mentored through their independent study program. They review each other's work and provide collegial support via regular conference calls and semi-annual roundtables.

To learn more about the CBS certification process or to apply for enrollment, contact Jim Hughes at (949) 633-3254 or visit www.BrandEstablishment.com.

About The Brand Establishment

The Brand Establishment is the only national brand certification organization that trains and designates brand strategy consultants with a proven methodology using the proprietary brand discovery process, "Turning the Telescope™". Advertising, marketing and public relations firm principals complete a graduate-school-level course and lab work to achieve a Certified Brand Strategist designation. Founded and managed by industry veterans who have developed better brands for more than 200 companies and organizations. For more information about The Brand Establishment and Brand Strategist Certification, visit www.BrandEstablishment.com.

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