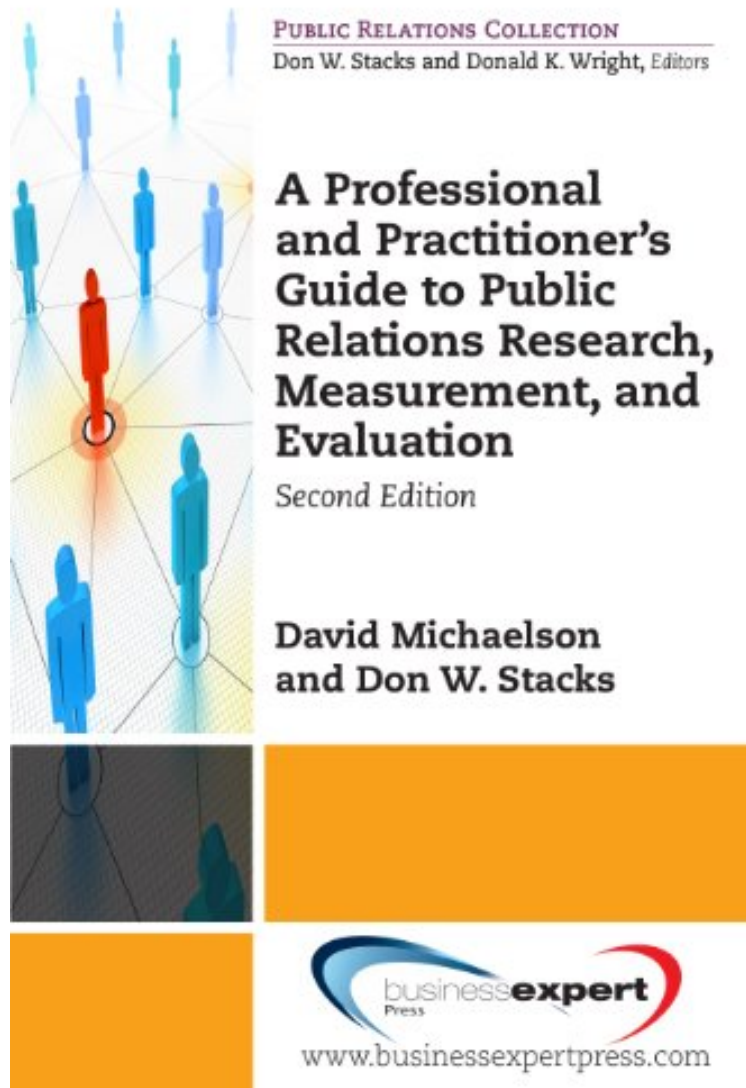


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About the AuthorDavid Michaelson has over 30 years' experience conducting research for numerous Fortune 500 companies, universities, and philanthropic organizations. He has an extensive background in communication testing, message development, measurement of communications effectiveness, and branding. Along with Dr. Stacks, he is the author of numerous peer-reviewed articles on public relations measurement and evaluation. He received his PhD in anthropology from the New School for Social Research and is a research fellow of the Institute for Public Relations.