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Article By-Line

**Karen Post is an entrepreneur, international branding authority, and author.**

Karen Post, President of Brain Tattoo Branding, helps organizations better differentiate themselves in the noisy marketplace. Karen is also a sought-after speaker, who addresses global audiences, and is proud to have been the first female American speaker to address the Saudi Arabian Airlines national conference. Her books include: [*Brand Turnaround: How Brands Gone Bad Returned to Glory and the 7 Game Changers that Made the Difference*](http://www.amazon.com/Brand-Turnaround-Returned-Changers-Difference/dp/0071775285/ref%3Dsr_1_3?ie=UTF8&qid=1365284270&sr=8-3&keywords=karen+post)(McGraw-Hill);and *Brain Tattoos: Creating Unique Brands That Stick in Your Customers' Minds* (AMACOM). For more on Karen Post, please visit [www.karenpost.com](http://www.karenpost.com) or [www. Braintattoo.com](http://www.Braintattoo.com).