

slogans

misspellings

media  
spokesperson

future hires

company name

marquee  
clients

campaigns

bloggers

twitter users

competitors

product names

trademarks

ex-employees

CEO

journalists

**trackur**<sup>TM</sup>

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conferences

skeletons

critics

retired brands

business  
partners

unhappy  
clients

influencers

board members

current  
employees

industry trends

patents

weaknesses

investors

urban legends

paid  
endorsers