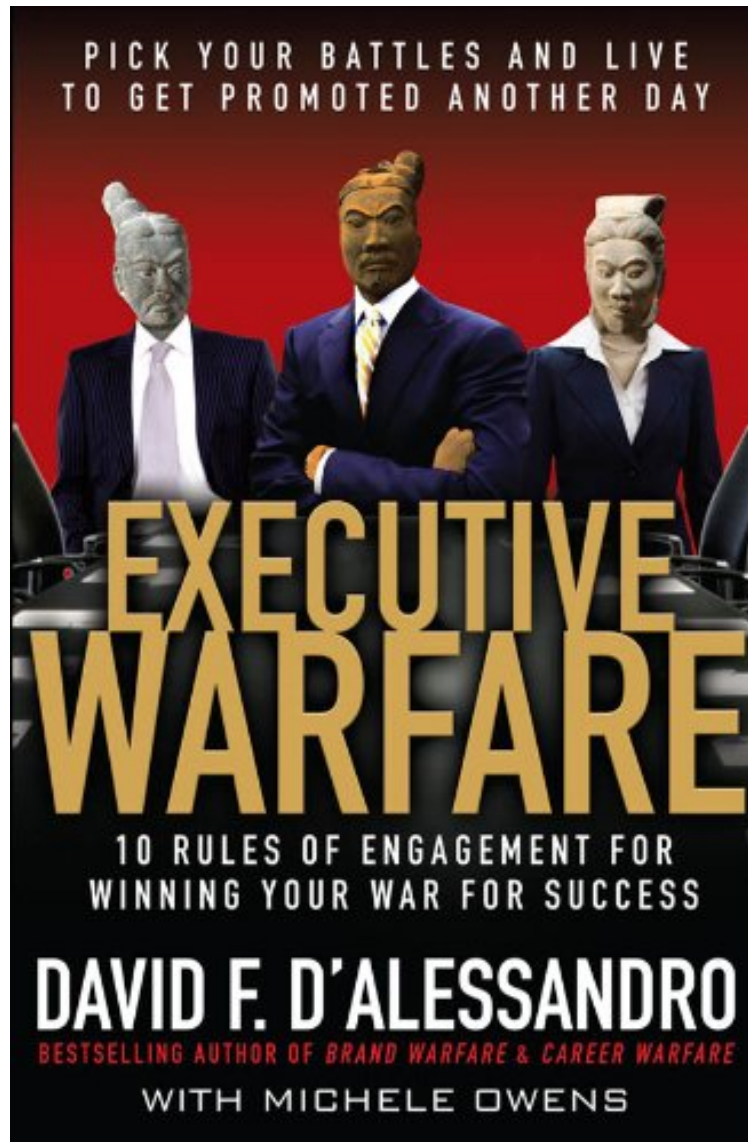


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David D'Alessandro

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Dr'squo;Alessandrorsquo;s Brand Warfare and Career Warfare were instant bestsellers, appearing on all three national business lists Dr'squo;Alessandro is a nationally known speaker, consultant, and business and career strategist The author is also a frequent guest host and commentator on CNBC and a columnist for the Boston Globe

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About the AuthorDavid F. Dr'squo;Alessandro, former chairman and CEO of John Hancock Financial Services, serves as an advisor and guest speaker on business issues and branding strategies, as well as topics related to professional and career development. He is sought after as a speaker for corporations and universities, including industry and governmental conventions. In addition, he is a guest columnist for the Boston Globe, and a guest commentator on CNBC on business and social issues. He is the bestselling author of Brand Warfare and Career Warfare. Michele Owens is a former speechwriter for New York Governor Mario Cuomo and Massachusetts Governor William Weld. Ms. Owens has worked with David Dr'squo;Alessandro on a variety of projects since 1996.