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The identity mindtrap highlights a uniquely human conundrum: we are trapped by our own egos. We constantly seek to manage the impression others have of us¶this person that we see ourselves to be¶while subconsciously defending that person from harm.

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is a principal in mckinsey¶s washington, DC, of fice; mary Kuntz is a contributing editor for mckinsey. 1Progress for Children: A Report Card on Child Protection,uni Cef, number 8, september 2009. 2application-programming interface, a set of tools and protocols for building software applications. for every CiTiZen, an idenTiTy

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Nora Aufreiter is a director in McKinsey¶s Toronto office; Dave Elzinga is a principal in the Chicago office; Jonathan Gordon is an associate principal in the New York office. The authors wish to thank Paul Brown, John Copeland, David Court, Blair Crawford, and Laxman Narasimhan for their contributions to this article.

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There is a strong sense of confidence from McKinsey in this identity that supports their personality and culture, which is important as a brand is a reflection of their people, purpose and business. Overall the rebrand is thoughtful, precise and modern. Dominic Leung is Cognito¶s Group Strategy Officer.

The power of a rebrand - Lessons from McKinsey & Company ...
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