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## (TELL ME WHY) I DON'T LIKE MONDAY:

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*Mark Silber is  
President and Chief  
Creative Officer of  
SILBERWARE, an  
advertising, design,  
and digital experi-  
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In so doing, it follows in the footsteps of Accenture, which, in what has to be one of history's most fortuitously timed rebranding efforts, changed its name from Andersen Consulting shortly before the Andersen name became forever associated with certain less-than-desirable brand attributes.

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The company then launched a \$70 million ad campaign depicting, among other things, the first rock star, the first satellite launch, the first mini-skirt. These had nothing per se to do with the company's business, but when you've decided to name yourself marchFIRST, you can't just ignore this.

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