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Ogilvy is a New York City-
based British advertising,
marketing, and public
relations agency. It was

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founded in 1850 by Edmund Mather as a London-based agency. In 1964, the firm became known as Ogilvy & Mather after merging with a New York City agency that was founded in 1948 by David Ogilvy. The agency is now part of the WPP Group, one of the largest advertising and public relations companies in ...

[Ogilvy \(agency\) - Wikipedia](#)

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Der im Marketing verwendete
Begriff Marke (engl. brand,

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wörtlich: Brandzeichen)
steht für alle
Eigenschaften, in denen sich
Objekte, die mit einem
Markennamen in Verbindung
stehen, von konkurrierenden
Objekten anderer Markennamen
unterscheiden. Die Objekte
sind klassischerweise Waren
und Dienstleistungen,
zunehmend aber auch
Unternehmen, Personen,
Kommunen und Sportteams.

[Marke \(Marketing\) –
Wikipedia](#)

Iridium Communications Inc.
(formerly Iridium Satellite
LLC) is a publicly traded
American company
headquartered in McLean,

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Virginia. Iridium operates the Iridium satellite constellation, a system of 66 active satellites (and 9 spares in space) used for worldwide voice and data communication from hand-held satellite phones and other transceiver units.

[Iridium Communications - Wikipedia](#)

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