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Consumer Eyes

founder Ron Rentel

takes an entertaining

yet serious look at

today's most

emblematic

consumer types

analyzing

everything from the

products they buy, to

the activities they

enjoy, to the behaviors

...

**Geek Gods and
Karma Queens -
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Karma queens and geek gods are among the new consumers shaping the marketplace, according to people focused on selling you more stuff you didn't know you needed. Participants take part in the...

**Karma queen or
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eye new consumer -
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From the motherly
Rhea who dared to

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trick her own husband to save her children, to the queen of gods Hera or the goddess of wisdom Athena who was much revered by both gods and mortals, the ancient Greek goddesses were as much of a divine force to be reckoned with as the gods were. Here is a list of the top 10 ancient Greek goddesses: 10. Hestia

Top 10 Ancient

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Greek Goddesses

Mythological goddess names for girls. This list strives to include all more-or-less usable mythological names for girls out there. This is a great resource for anyone looking for an unusual name with history and depth and will continue to get better as the list grows.

197 Mythological goddess names for girls | Baby Names

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Name: Karma Queens
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Cassie ...**

In the newly released
book "Karma Queens,
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branding expert Ron
Rentel with Joe Zellnik
creates nine new
consumer types to
replace outdated labels
and help businesses...

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Karma Queens, Geek Gods ...

Hera is Zeus's wife, the Queen of the Sky, and just like this, she helped him to govern Olympus. She is Zeus's right hand as they make decisions together. She is the ideal companion, the base of all of Olympus's success. She leads their marriage and public functions. She is well mannered and decent.

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She plays a crucial role
in command.

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