



# Knowledge Syntheses Presentation

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# Knowledge Impact in Society

Knowledge Syntheses



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CREATING VALUE THROUGH KNOWLEDGE

# Presentation Overview: Praxis

- **Praxis: practical application of a theory**
- **What is a Knowledge Synthesis?**
- **Knowledge Synthesis Example: Community Branding**



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# Knowledge Syntheses

- Our Goal
- Our Direction
- Our Status
- What's to come



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# Example: Community Branding

- **Brand Knowledge Dimensions**
- **A Cohesive Image**
- **Community Buy-In**
- **Partnerships and Differentiation**



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# Example: Community Branding

- Target Markets
- Communicating Your Image
- Monitoring



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Thank-you!



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