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## Managing Your Career

Good or bad, Ford generates a lot of brand discussion

A recent study from the Keller Fay Group reveals which brand is most talked about and which one receives the most positive word of mouth.

Ford Motor Co., which also ranks as the fifth-largest U.S. company on the Fortune 500, is the most-talked about brand, followed by Verizon Communications, Inc., Dell Inc. and Cingular.

The automaker, however, doesn't make the top-10 list for the most positive word of mouth. Its competitor, Toyota Motor Corp., took the top spot on that list.

Despite much negative press, Wal-Mart Stores Inc., the world's largest retailer, received the second-most positive word of mouth.

Most brand discussions, 70 percent, take place face to face, whereas 20 percent occur over the telephone. Only 3 percent happen through e-mail or instant and text messages, while 1 percent take place in chatrooms or blogs.

Ed Keller, CEO of Keller Fay Group, pointed out that two-thirds of brand conversations are positive, and nearly half of the consumers surveyed are very likely to make a purchase based on word of mouth. "Consumers want to help each other make smart decisions," he said.