

Let's Talk About Brand Podcast: Jason Falls on Branding With Influence

Hosted by AMA Marketing Hall of Fame inductee [Antonio Lucio](#), the [Adweek Home / Work podcast](#) breaks down the good, bad, ugly and extraordinary of balancing life and work. Tune in.

There's a big difference between so-called "influencers" with millions of followers and people with actual influence on the people around them.

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