

Branding

I laughed.

“Be All That You Can Be?” I said.

“I don't know. That was the slogan for me growing up. And then it was ‘Army of One,’ which I never understood, and then it was ‘Army Strong,’ which is about as good a slogan as ‘Fire Hot’ or ‘Snickers Tasty’ or ‘Herpes Bad.’

A better slogan would be, ‘You Can't Afford College Without Us.’”

Phil Klay, “Psychological Operations”