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Amacom, United States, 2012. Hardback. Condition: New. Language: English . Brand New Book. Companies are forever being more creative in their branding strategies, building identities ranging from the warm-and-fuzzy to the ultra-cool and edgy. But it seems that many of these enterprises forgot that a brand, at its heart, is a promise to deliver. If the brand experience does not live up to that promise, customers will take their business elsewhere. Brand Real is a business strategy guide for making...

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- Authored by Laurence Vincent
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