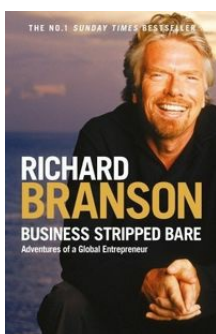


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Good brands reflect the histories of the time and the group of people that made them. They can not be copied. They can not be recycled. Richard Branson, Business Stripped Bare: Adventures of a Global Entrepreneur //

## Reader's Opinions

This one is part commercial for Virgin, part insight into Virgins composition and methodologies. It was interesting to find out more about how and why the Virgin brand and companies work, but it...