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Heart-Centric Marketing, United States, 2015. Paperback. Book Condition: New. 280 x 216 mm. Language: English. Brand New Book. Every company is capable of having a fantastic high-earning brand, but few attain one, why? Because most firms lack a straight-forward tried and true process for converting the brand strategy, brand architecture, and brand personality into organizational and individual actions. This workbook and guide reveals a step-by-step approach to help businesses create a market-driven brand strategy, architecture, and personality, and shows...

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- Authored by David a Okrent
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