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# SUCCESSFUL BRAND MANAGEMENT IN A WEEK: TEACH YOURSELF



Hodder & Stoughton General Division. Paperback. Book Condition: new. BRAND NEW, Successful Brand Management in a Week: Teach Yourself, Paul Hitchens, Julia Hitchens, The ability to manage your brand successfully is crucial to anyone who wants to advance their career. Written by Paul and Julia Hitchens, leading experts on corporate brand strategies, this book quickly teaches you the insider secrets you need to know to in order to successfully manage your brand. The highly motivational 'in a week' structure of...

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- Authored by Paul Hitchens, Julia Hitchens
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