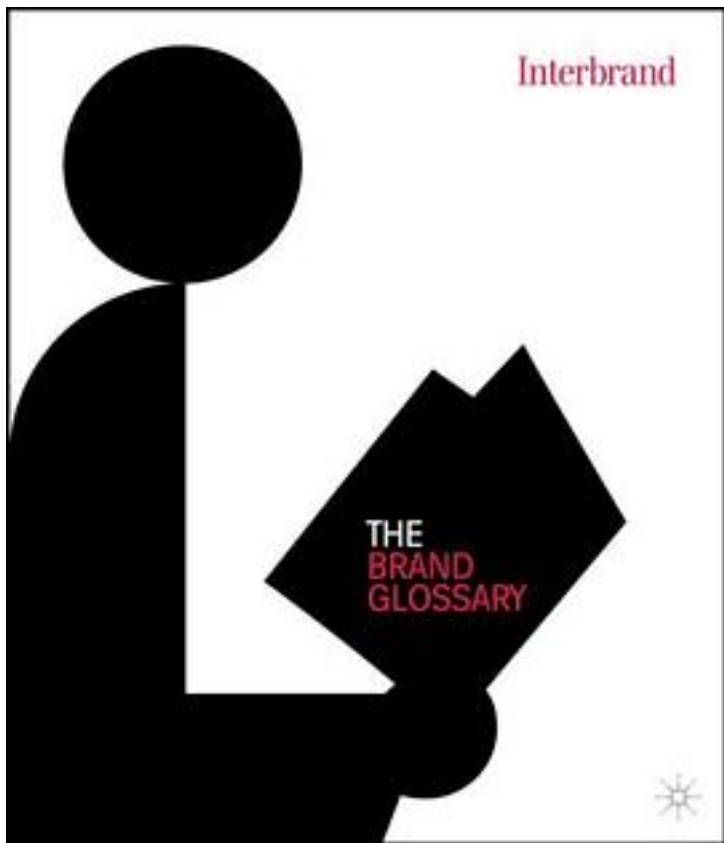


# Interbrand's Brand Glossary



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Interbrand, the leading authority in brand consulting and design, has produced this detailed and comprehensive companion for branding professionals, academics and students. Recognizing that the practice of branding is widely accepted as a key management function, Interbrand has provided the seminal guide for brand terms, processes and best practices.

作者介绍:

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