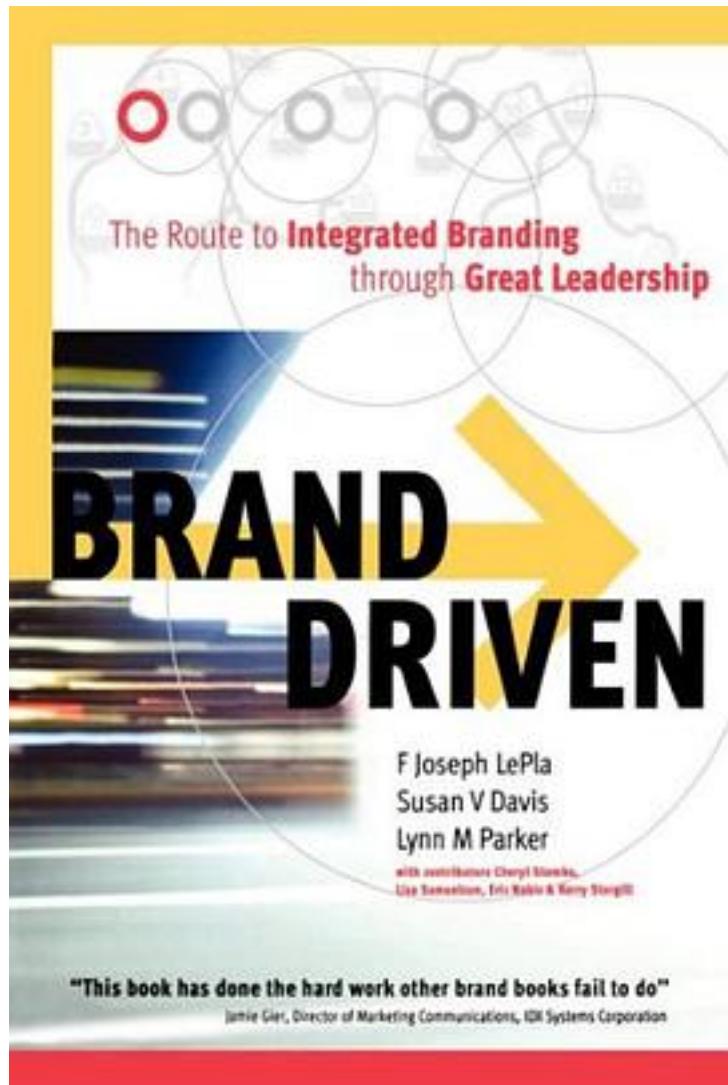


Brand Driven



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A sequel to the authors' highly acclaimed book "Integrated Branding," "Brand Driven" gives leaders at all levels the tools for integrating their entire organization with their brand. It shows how leaders, from the mailroom to the boardroom, can play an important role in the organization's ability to build and communicate a strong brand.

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