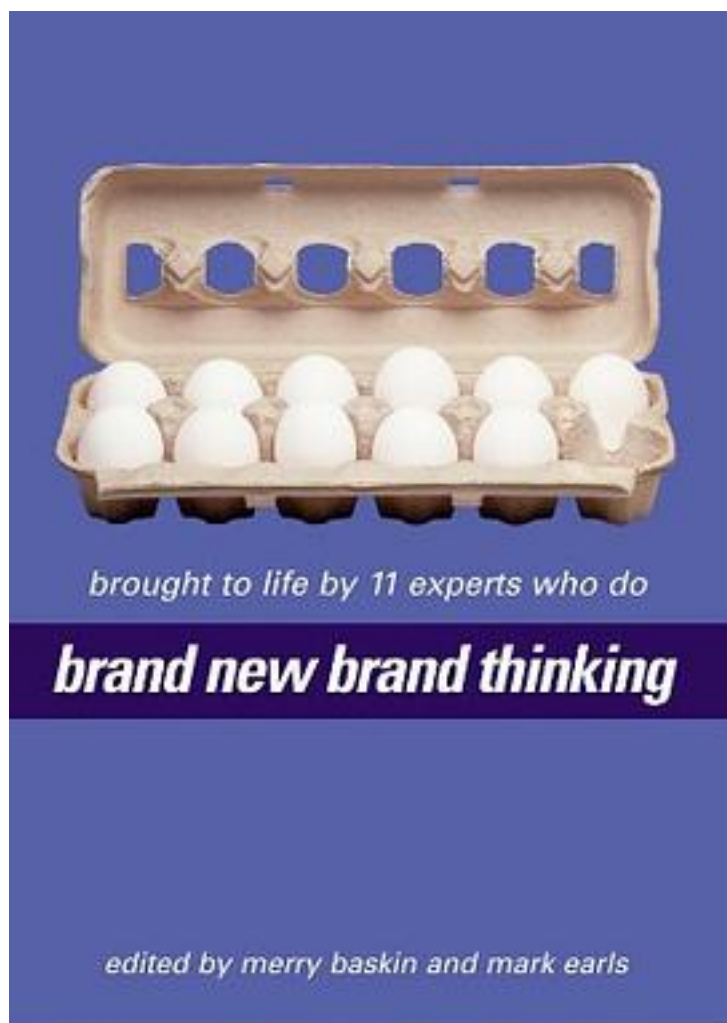


Brand New Brand Thinking



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The way the advertising industry operates has changed vastly in the last 15 years. Innovative and groundbreaking ways of thinking about branding are constantly developing, and due to the sheer volume of material published on the subject, it is almost impossible to keep up with all the latest important ideas available online, in journals, in books and at conferences.

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