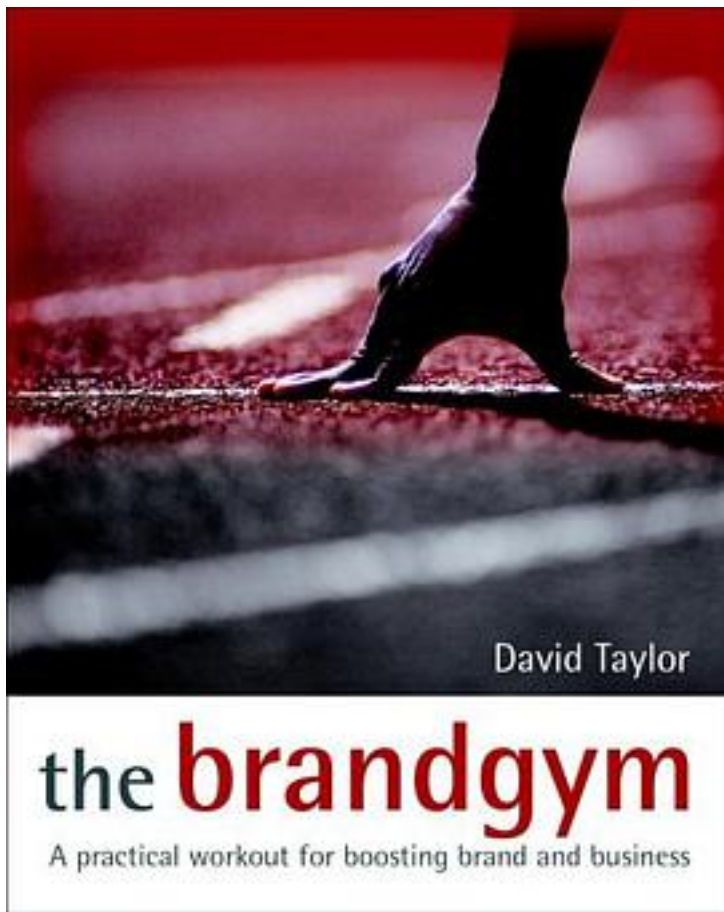


The Brandgym



[The Brandgym_ 下载链接1](#)

著者:David Taylor

出版者:Wiley

出版时间:2002-12-20

装帧:Hardcover

isbn:9780470847107

Using the attributes from real managers and directors who have built successful brands, this book offers a practical program of "workouts" that analyze the fundamental reasons behind the success of brands across a range of business areas. It will help brand managers ensure the healthy life of their brands by focusing on the

attitudes, behaviors, and techniques that make sustained brand growth happen.

作者介绍:

目录:

[The Brandgym 下载链接1](#)

标签

评论

[The Brandgym 下载链接1](#)

书评

[The Brandgym 下载链接1](#)