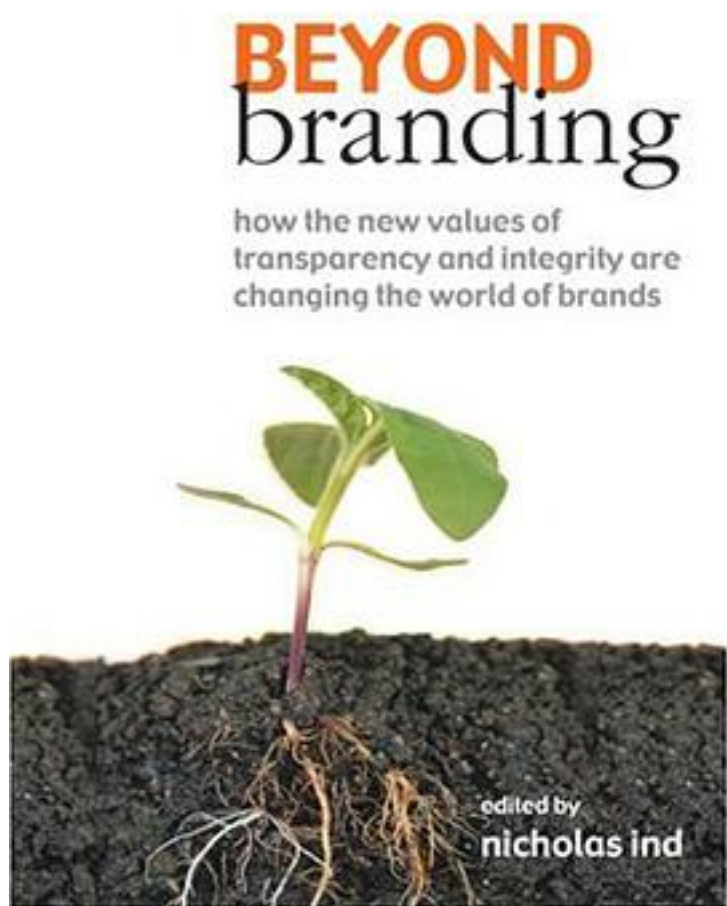


Beyond Branding



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"This is an inspiring book, a plea for the new approach -- one that does not just put the heart back into brand planning, but puts the brand back at the heart of the organization... It is fresh thinking, which may help you think differently about brands."
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