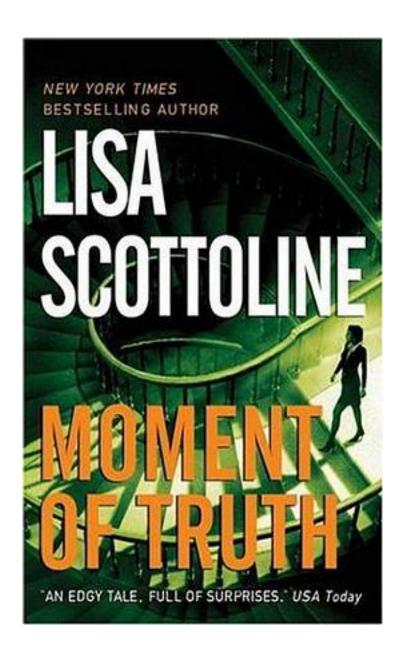
Moment of Truth



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The authors argue that a paradigm shift is needed with regard to brand management. Many companies and organizations have seen brand management as a narrow marketing activity and this has resulted in weak brands. By contrast they argue for a holistic approach to branding with the brand at the center of a value-based approach and the focal point of business strategy. They show how to develop brand strategy and brand engagement as part of a brand-centric organization.

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