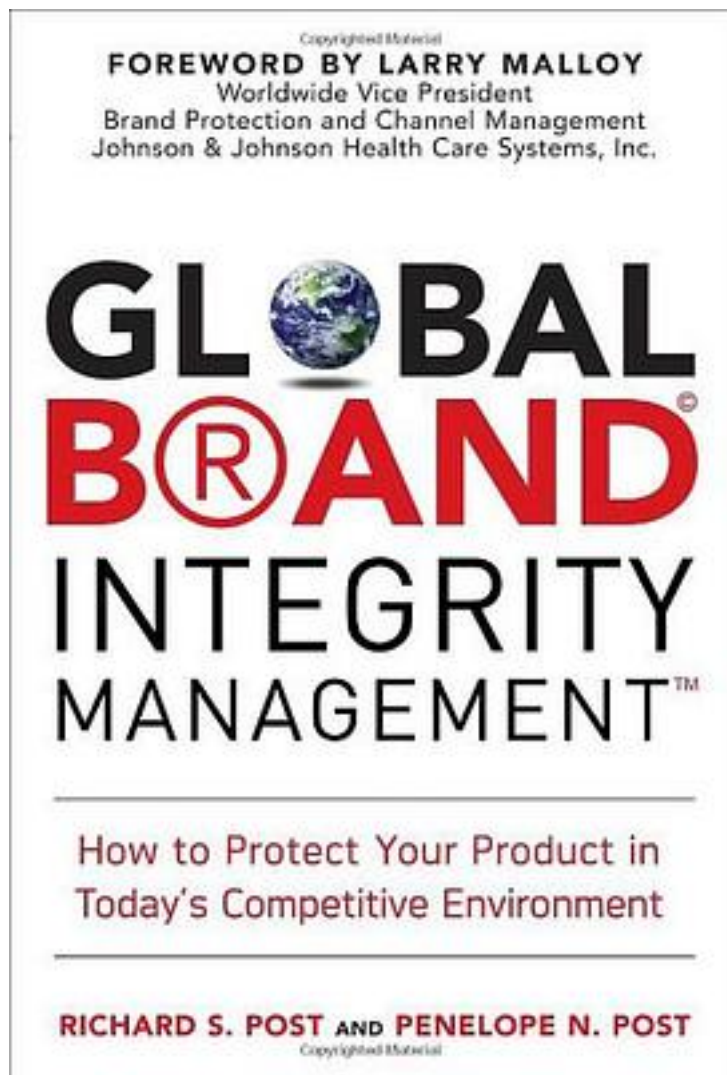


Global Brand Integrity Management



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"Global Brand Integrity Management" delivers a complete blueprint for corporations to protect their intellectual property in a global marketplace. The authors offer a detailed overview of the processes, organizational structures, activities, and management tools necessary to develop and maintain a strong brand protection program.

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