

Brand Champions: How Superheroes bring Brands to Life

Pages: 223

Publisher: Palgrave Macmillan; 2011 edition (January 26, 2011)

Format: pdf, epub

Language: English

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A case-study based guide which showcases the individuals within organizations who nurture and sustain brands and bring them to life through their everyday performance. Critical enough to remain credible yet overwhelmingly positive, it is a charismatic illustration of how to achieve true brand engagement.

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