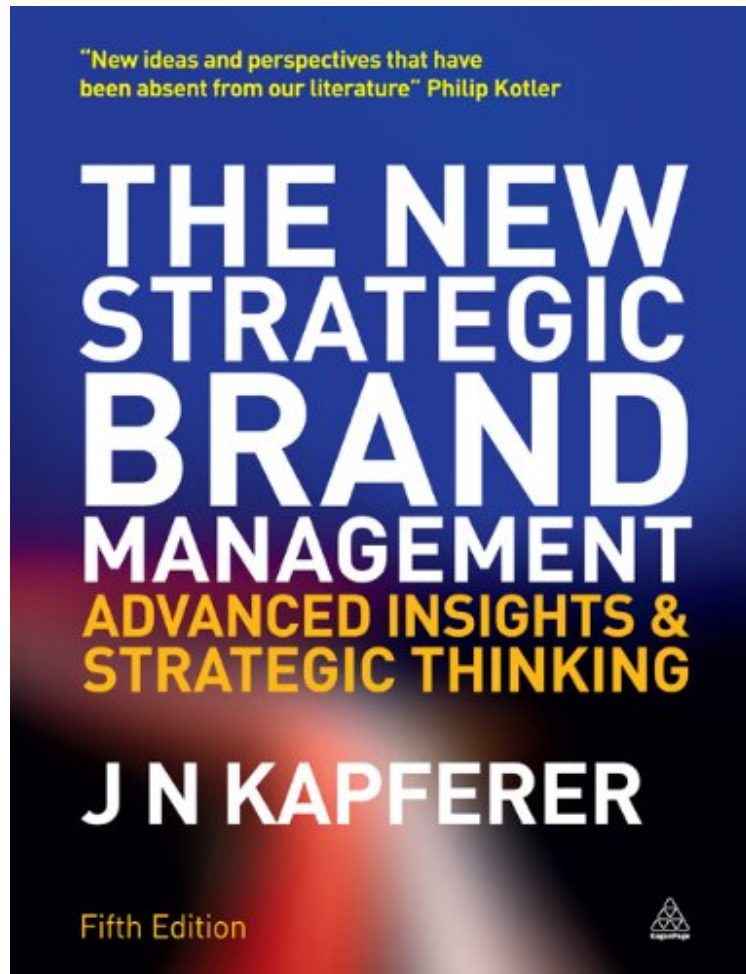


[Free] The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating Sustaining Brand Equity)

The New Strategic Brand Management: Advanced Insights and Strategic Thinking (New Strategic Brand Management: Creating Sustaining Brand Equity)

Jean-Noël Kapferer

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