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BRANDING DEMYSTIFIED: PLANS TO PAYOFFS



Response Books, New Delhi, India, 2010. Paperback. Book Condition: New. First Edition. The various aspects of marketing surrounding a brand, such as advertising, sales promotion and distribution, can mislead and confuse brand builders. Branding Demystified: Plans to Payoffs identifies the foundations on which strong brands are built, with a distinct focus on the higher-order connect between the brands and their prospects. It also distinguishes these foundations from the other peripheral issues, thereby highlighting what is most important for brand building....

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