



Brand Aid: An Easy Reference Guide to Solving Your Toughest Branding Problems and Strengthening Your Market Position (Hardback) - Common

By (author) Howard Van Auken By (author) Brad Vanauken

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A guide that provides solutions for some of the most pressing problems faced by brand managers. It covers topics ranging from research, positioning, and advertising to brand equity management, legal issues in brand management, and creating a brand-building organization. It includes an overview of the entire brand management and marketing process.

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