



# The Meaningful Brand: How Strong Brands Make More Money

*N. Hollis*

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## **The Meaningful Brand: How Strong Brands Make More Money** N. Hollis

Instilling brand loyalty among consumers is the key to long-term success, and requires focusing on meaningful differentiation: functional, emotional, or societal. Supported by data analyses, case studies and interviews, *The Meaningful Brand* explores the four components of a distinguished brand: purpose, delivery, resonance, and difference.

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