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## THE BRANDING SUTRA: THE PRINCIPLES OF BRANDING FOR THE BUSINESS OF LIFE



North Loop Books, United States, 2016. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book. Why should you be any less successful than a cornflake? Unlike breakfast cereals, hand soaps and the thousands of other copycat creations enjoying notoriety and pulling in huge sums of money in our world, human beings are not parody products. We are one-of-a-kind, limited edition originals. Mary Carole Powers, writer, creative director, and corporate social responsibility consultant with more than...

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- Authored by Merry Carole Powers
- Released at 2016



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