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Brand Management In A Week
Brand Management In A Week is a simple and straightforward guide to building a strong brand, giving you everything you really need to know in just seven short chapters. From the conceptual and planning stage through to implementation and sustainability, you'll find tips and insights gained from decades of industry experience to help you jump-start your brand and give you the tools and confidence to manage it through the hurdles of the business landscape.

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Brand Management In A Week: How To
Be A Successful Brand ...

Written by Paul and Julia Hitchens,
leading experts on corporate brand
strategies, this book quickly teaches you
the insider secrets you need to know to in
order to successfully manage your brand.
The highly motivational 'in a week'
structure of the book provides seven
straightforward chapters explaining the
key points, and at the end there are
optional questions to ensure you have
taken it all in.

Brand Management In A Week: How To
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Each of the seven chapters in Brand
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Brand Management in a Week: How to be a Successful Brand Manager in Seven Simple Steps by Paul Hitchens (9781473627550)

Brand Management in a Week: How to be a Successful Brand ...

The ability to manage your brand successfully is crucial to anyone who wants to advance their career. Written by Paul and Julia Hitchens, leading experts on

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How To Be A Successful Brand Manager In Seven Simple Steps

corporate brand strategies, this book quickly teaches you the insider secrets you need to know to in order to successfully manage your brand. The highly motivational 'in a week' structure of the book provides seven straightforward chapters ...

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