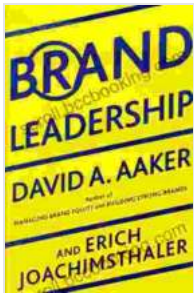


Unlock the Power of Brand Leadership: Building Assets in an Information Economy

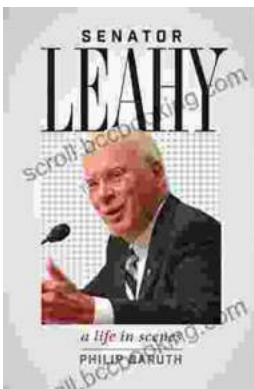
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Brand Leadership: Building Assets In an Information Economy by Erich Joachimsthaler

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