

You Are The Brand - Dr. Steve Aduato, Phd

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Steve Aduato's entire professional life has been about branding-learning it, living it, making mistakes at it, teaching it at several universities, while discovering how to find the fine line between shameless self-promotion and smart, strategic branding-first for himself, then for others, and now for readers interested in an honest analysis of the good and bad in practiced branding. In You Are the Brand Aduato profiles the brands of more than thirty people and companies and skillfully analyzes and dissects their strategies. Author: Aduato, PhD, Dr. Steve Publisher: Rutgers University Press Illustration: N Language: ENG Title: You Are the Brand Pages: 00256 (Encrypted PDF) On Sale: 2011-07-06 SKU-13/ISBN: 9780813550428 Category: Business & Economics : Business Communication - General

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