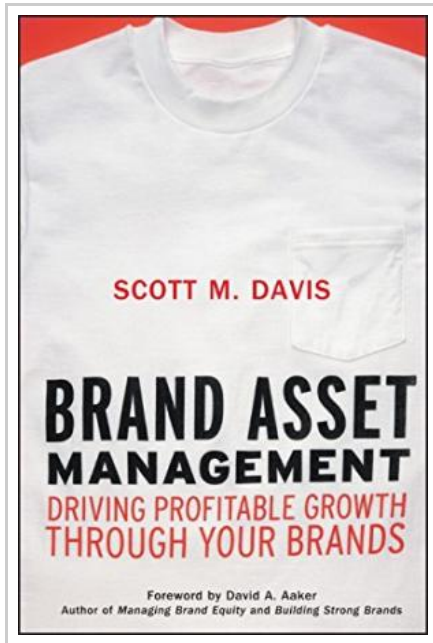




Brand Asset Management: Driving Profitable Growth Through Your Brands

By Scott M. Davis

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