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McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 256 pages. Dimensions: 9.0 in. x 6.3 in. x 1.0 in. The New York Times and USA Today Bestseller! Reinvent your marketing to keep up with an ever-changing marketplace A must-read for any business leader or marketer. It explains how brands must be true to their essence and be reinvented to remain relevant in this radically changed, information-rich, and Internet-oriented world. Robert Hanson, President, Global Levis Brand, Levis Strauss and Co. Pearson makes the clearest statement yet about...

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