



## Brand Success: How the Worlds Top 100 Brands Thrive and Survive

By Matt Haig

Kogan Page Ltd. Paperback. Book Condition: New. Paperback. 304 pages. Dimensions: 8.4in. x 5.4in. x 0.7in. Brand success business success. A simple equation, but identifying those winning qualities is not easy. To achieve this goal, author Matt Haig applies a range of criteria including financial success, longevity, technological advancement, new product development, work place revolution and mass communication. The result is a comprehensive, entertaining and illuminating collection. Haig guides reader through a gallery of some of the worlds best-known names from Adidas to Zippo, and offers a rare insight into the secret of their success. With comments from brand managers, psychologists, academics and other experts, Brand Success is a great resource for brand managers, marketers and students. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.

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