



# **Brand New: La esencia de las futuras marcas (Spanish Edition)**

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En este libro, Wally Olins reflexiona sobre todos los aspectos del branding mundial. Incisivo, estimulante y visionario, este análisis de nuestro mercado global de rápida evolución proviene del gurú descrito por The Financial Times como el especialista mundial en branding e identidad. Nadie interesado en branding, marketing, negocios o cultura contemporánea querrá perdérselo.

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