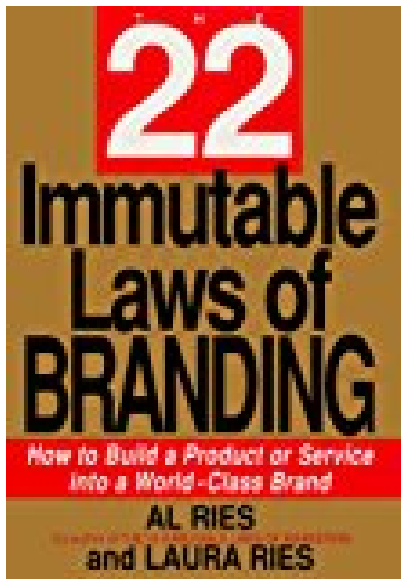


The 22 Immutable Laws of Branding

How to Build a Product or Service Into a World-Class Brand



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