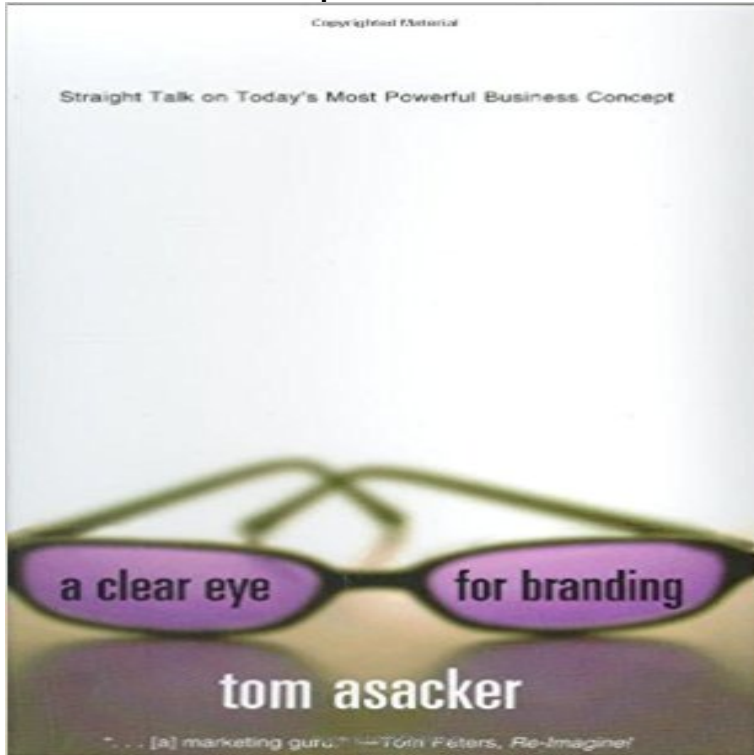


# A Clear Eye for Branding: Straight Talk on Today's Most Powerful Business Concept



A Clear Eye for Branding uses a conversational mode to help you understand how customers bring their own meaning to your brand and how the brand must constantly meet the customers expectations in order to stay in its prime. You will see branding in new, clear ways with a renewed energy to put everyone in your organization from top to bottom, on the same path to supporting the brand.

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