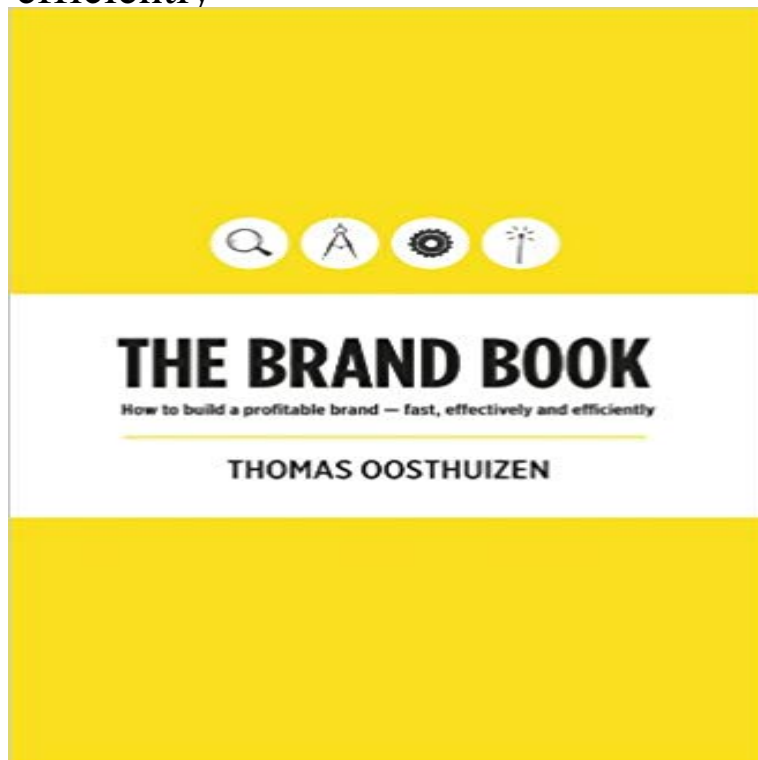


The Brand Book: How to build a profitable brand - fast, effectively and efficiently



A comprehensive guide to the dos and don'ts of marketing, the book de-mystifies marketing and brand jargon with an easy-to-understand- and-relate-to method, using examples at both local and global levels. Through The Brand Book, Thomas Oosthuizen describes his personal marketing method, which he developed while working in senior marketing positions for many years and being instrumental in the success of many iconic brands. Using a new model which covers all marketing pillars in one book, The Brand Book focuses not only on how to build and maintain a profitable brand, but also how to make it sustainable and affordable; making it ideal for senior company executives, CEOs, FDs, non-marketers, senior marketers and brand managers as well as academics.

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