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In this economy ruled by ideas, the only sustainable form of leadership is brand leadership. To build a brand promise that consumers will value and, in doing so, help build brand equity, it is essential for everyone in the continuum to understand the progression of branding from management to leadership.

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It is an essential guide for every brand managers and marketing professionals in the 21st century. In 60-Minute Brand Strategist, Idris follows up on his insightful book High Intensity Marketing by introducing a masterful and proven approach to brand strategy development.

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