



The Brand Gym

By Taylor, David; Nichols, David S.

John Wiley and Sons Ltd. Condition: New. 2010. 2nd Edition. Hardcover. This refreshingly simple, practical guide demonstrates how brand management can boost business performance. It is the ideal inspiration for creating growth in today's tough economic times. Num Pages: 256 pages, Illustrations. BIC Classification: KJS. Category: (P) Professional & Vocational. Dimension: 243 x 198 x 20. Weight in Grams: 652. Books ship from the US and Ireland.



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