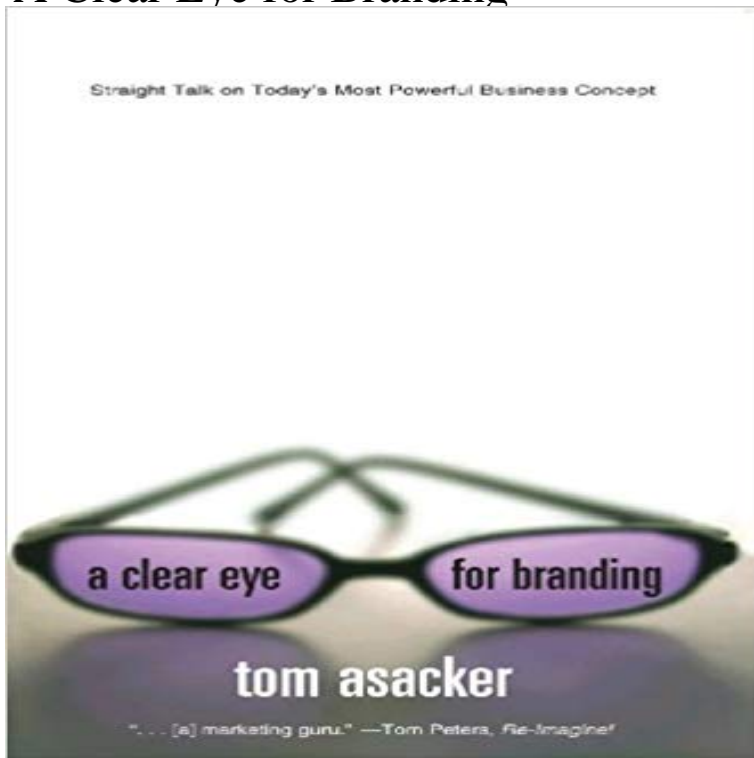


A Clear Eye for Branding



You have just settled into your seat on a flight to a business meeting where you are discussing how to reenergize your company's brands. Fortunately, you are seated next to Tom Asacker, one of the nation's leading authorities on branding. Written as an easily accessible dialog, Tom shows you how customers have changed the way branding works and why brands must change along with their customers.

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