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Sommario/riassunto

This is not a 'how to' book about branding. Instead it outlines approaches that will increase the accountability of marketing spending and provide tools to support investment decisions. Drawing on the world's largest database of brand research, *The Business of Brands* outlines the ways in which brands are a source of value for both businesses and consumers. For businesses, it shows how brands contribute to shareholder value, both through revenue generation and by acting as a management tool. And for consumers, it shows how brands can fulfil various valuable functions - such as acting as a source
