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Nota di contenuto	Tilting at windmills -- The queen of branding -- Charlotte in wonderland -- The prince of pollsters -- Measuring distance in kilograms -- Why do they hate us? -- The pictures in their heads -- The business of America -- The power of brands -- Brand America -- CEOs in handcuffs -- Plague or paranoia? -- In search of anti-anti-Americans -- The path to happy -- Sink roots, don't just spread branches -- Go glocal -- Share your customers' cares -- Stiff-necked, tree-hugging critics -- Share your customers' dreams -- Myth America -- A lever to move the world -- Waging peace.