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Sommario/riassunto	If you are thinking of starting up a business - whether online or in a pushcart or a small cafe - you need to look into your branding. (how does it work, anyway?), brace yourself...According to Jacky Tai, you should start your branding exercise as early as possible. Brand Zero distils the author's wealth of experience in grappling with branding strategies in the real world into a practical and easy-to-understand guide anyone.