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Autore	Brown Stephen
Titolo	Wizard! [[electronic resource] ] : Harry Potter's brand magic
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Descrizione fisica	1 online resource (192 p.)
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Lingua di pubblicazione	Inglese
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Nota di contenuto	Preliminaries; Contents; Preface; 1 The Introductory Story; 2 The Stories Story; 3 The Author Story; 4 The Books Story; 5 The Cinema Story; 6 The Secrets Story; 7 The Spin-offs Story; 8 The Critics Story; 9 The Consumers Story; 10 The Brands Story; 11 The Concluding Story; The Endnotes Story
Sommario/riassunto	Harry Potter may not be the biggest brand in the world, or the most venerable, but his story is one of the most dramatic. This book tells the story of the Harry Potter brand and how it has taken the entertainment world by storm.