



THREE THREATS TO BRAND RELEVANCE

STRATEGIES THAT WORK

DAVID AAKER

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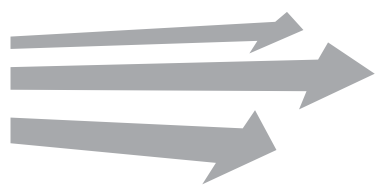
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ISBN 978-0-470-61358-0



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