



Does Your Brand Need A Spanking?: Move your brand from bashful to badass

Andrea F Fitting Ph.D.

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Does Your Brand Need A Spanking?: Move your brand from bashful to badass Andrea F Fitting Ph.D. If you're not getting your fair share of the market, despite the fact that your products and services are outstanding, your brand might need a spanking. This is a book for Challenger Brand owners and managers who might have what it takes to take whip-in-hand and move their brands into the limelight.



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