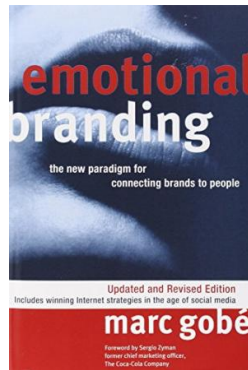


Emotional Branding The New Paradigm for Connecting Brands to People



Book Review

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(Prof. Maxwell Stracke)

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