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David A. Aaker (1996)
Building strong brands.
New York: The Free
Press. • Byron Sharp
(2010) How brands grow
- what marketers don ' t

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know. Melbourne:
Oxford University Press.

- Youngme Moon
(2010) ...

~~Brand Strategy~~

We have been working with influencers, brand managers ... for Steve Jobs: David A Aaker He adds, "Infotainment is a growing industry and our online community is very strong on our Instagram

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~~Pulkey releases 'History
of Influencer Marketing'~~

These stories could have a significant impact on new parents, convincing them to choose that brand of car over its competitors. Stan Mack is a business writer specializing in finance, business ...

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Steven Forbes, founder

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