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# 2014 GLOBAL BRAND LETTER

## 2014 Global Brand Letter

SMoss

Hot Press

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The eleventh edition of this yearly letter contains a timely and panoramic view of the subject universe, filled with observations, facts and opinions about the turbulent and complex world of international brands. Originally a privately published contrarian view, the letter has expanded in vision and distribution over the years. This is its debut appearance in book form.

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