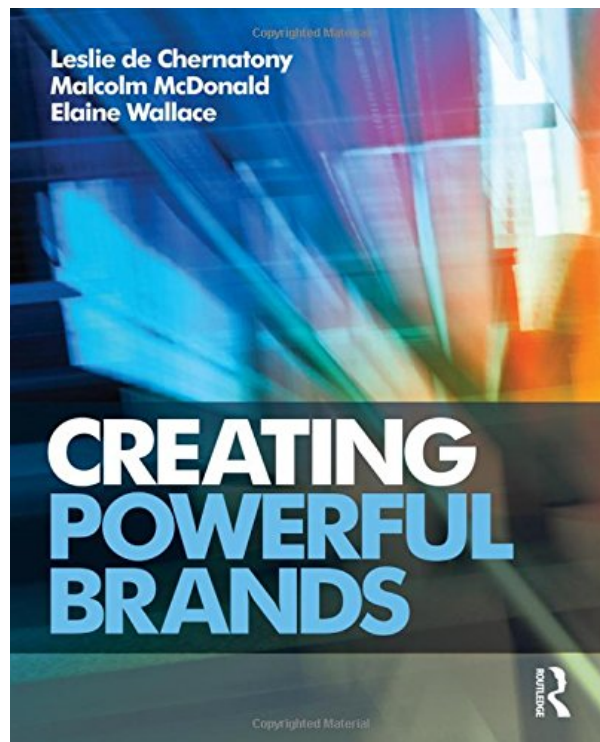
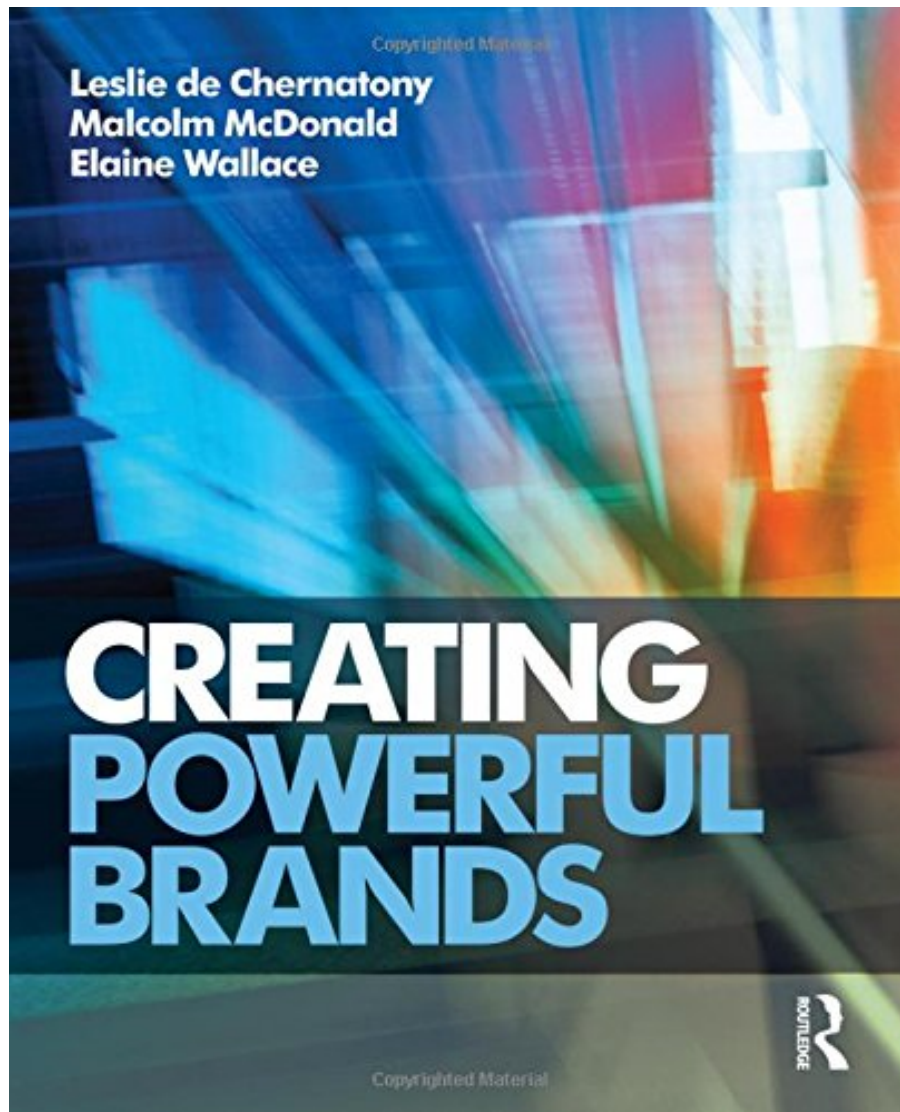


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About the Author

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By Tooring

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Increasingly your organisation or personal brand is 'out there', as so much of what you are and do is traceable online by investors, partners, clients, employees, regulators and all of those considering how to develop their dealings with you. Are you really what you say you are?

The book also recognises that brands don't only influence in B2C, but also B2B, increasingly as service brands and inevitably on the internet. Existing links provided to streaming video support could perhaps be extended through social media to create a continually developing brand resource.

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