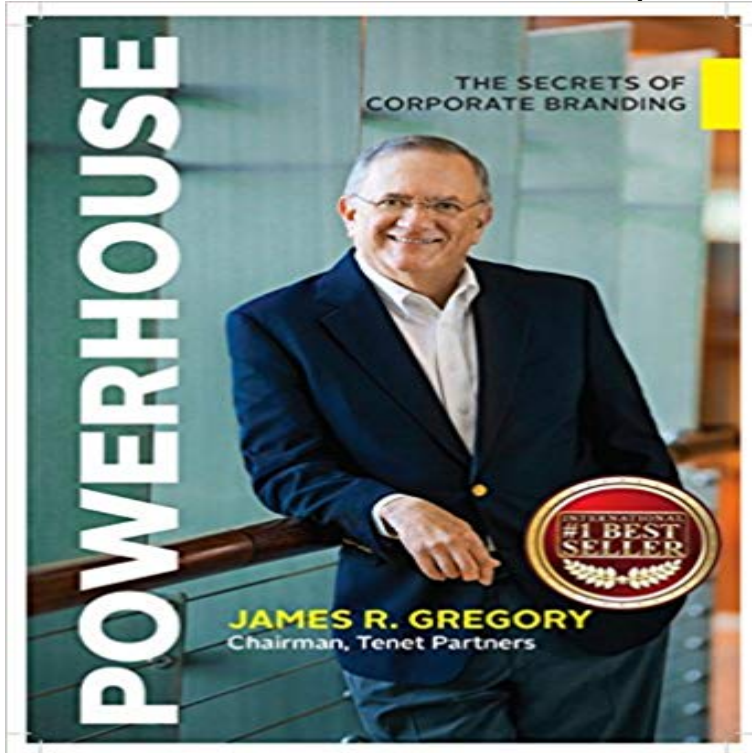


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From entrepreneurs starting a new venture to Chief Marketing Officers (CMO) at Fortune 500 companies -- this is a book for business managers who care about the reputation of their company and understand that by managing it they can create greater enterprise value. This is the essence of Corporate Branding and I am a pioneer in the field -- these are my own personal observations of the best practices that have worked for our clients.

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