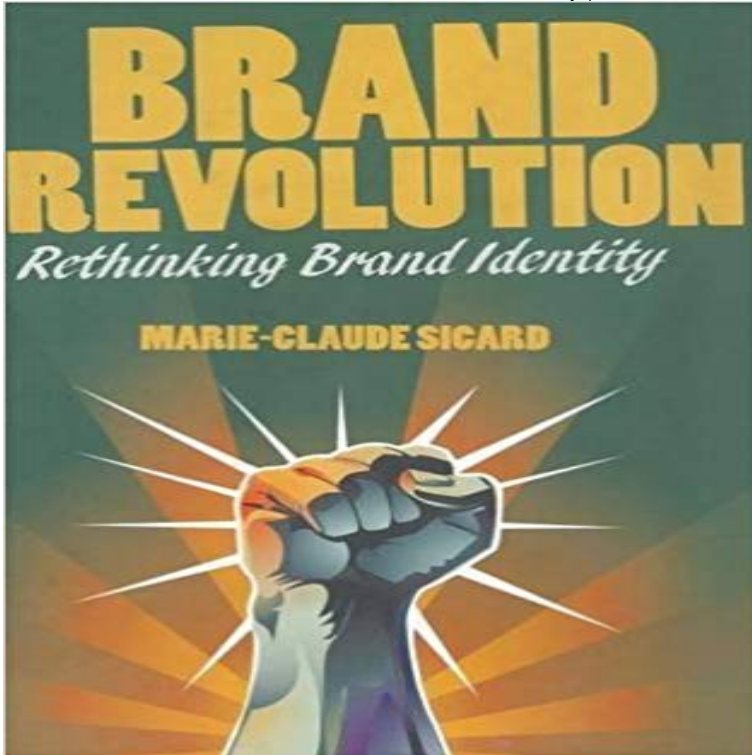


## Brand Revolution: Rethinking Brand Identity



Brand Revolution offers a radical new approach to brand management. With big brand case studies including LOreal and Jaguar, the author draws on her extensive experience as a marketing consultant to put together this highly engaging and practical book for developing, improving and controlling the identity of your brand.

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