

Positioning The Brand: An Inside-Out Approach By Rik Riezebos;Jaap Van Der Grinten

By Rik Riezebos;Jaap van der Grinten

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Genre/Form: Electronic books: Additional Physical Format: Print version: Van der Grinten, Jaap. Positioning the Brand : An Inside-out Approach. Hoboken : Taylor

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Positioning the Brand - An Inside-Out Approach (Paperback) / Author: Jaap Van Der Grinten / Author: Rik Riezebos ; 9780415665193 ; Business strategy, Business

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