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A New Brand World - Page 1 MAIN IDEA Brand building is very much back in fashion. Why? Mainly because a clearly defined and broadly shar ed set of brand values provides a much more efficient organizing framework for a business enterprise than financial performance measures like market share, earnings-per-share or even the stock price.

A NEW BRAND WORLD - Main Street Magazines

Bedbury proposes eight principles for 'A new brand world'. Principle 1: Relying on Brand Awareness has Become Marketing Fool's Gold Brand awareness and recognition have lost their significance in the changed business environment.

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Brave New World is a dystopian social science fiction novel by English author Aldous Huxley, written in 1931 and published in 1932.Largely set in a futuristic World State, whose citizens are environmentally engineered into an intelligence-based social hierarchy, the novel anticipates huge scientific advancements in reproductive technology, sleep-learning, psychological manipulation and ...