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In BrandSimple, Allen Adamson demonstrates that the business of brands doesn't have to be complicated, muddled or confusing. Quite the opposite, he explains that the answer to brand success is simple. That is, you must ensure that your brand stands for something that is not simply compelling, but compellingly simple to understand.

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Based on over 100 interviews with top managers and experts from a broad array of brands and businesses that have gone through significant changes, Shift Ahead brings every internal and external factor into view relative to being able to pull off a successful shift: competitors, risks and barriers to change, cultural influences, finances, and more.

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