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CONSUMER REPUBLIC: USING BRANDS TO GET WHAT YOU WANT, MAKE CORPORATIONS BEHAVE, AND MAYBE EVEN SAVE THE WORLD (PAPERBACK)



Emblem Editions, United States, 2012. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. In the tradition of Malcolm Gladwell, and for the same people who read Seth Godin and bought The Black Swan and How We Decide, this book breaks down the myth of brands and puts the power back in consumers hands. The foundation of Consumer Republic s message is this single, inarguable truth: Brands make corporations accountable. Expensive to create, essential...

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- Authored by Bruce Philp
- Released at 2012



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