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Nick wreden (author of profit brand)

Nick Wreden is the author of Profit Brand (4.00 avg rating, 6 ratings, 0 reviews, published 2007), Profitbrand (4.50 avg rating, 2 ratings, 1 review, pub

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must be a core element of customer equity strategies," believes Nick Wreden, author of FusionBranding: How To Forge Your Brand for the Future. Nick Wreden is

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About the Author Nick Wreden is a customer loyalty His most recent book is FusionBranding: How to Forge Your Brand for the Future, which examines how customer

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