

Brand Warfare 10 Rules For Building The Killer Brand

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Executive Warfare

BRAND WARFARE: 10 Rules for Building the Killer Brand David F. D'Alessandro, Author, Michele Owens, With with Michele Owens. McGraw-Hill \$24.95 (185p) ISBN 978-0-07-136293-1

Nonfiction Book Review: BRAND WARFARE: 10 Rules for

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As the youngest-ever CEO of John Hancock Financial Services and the bestselling author of Brand Warfare, David D'Alessandro knows plenty about breaking away from the pack. "In Career Warfare", this ultimate insider tells the true story of how he learned the unwritten rules of corporate ladder climbing.

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