

# The Meaningful Brand: How Strong Brands Make More Money By Nigel Hollis

By Nigel Hollis

## **The Meaningful Brand: How Strong Brands Make More -**

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Oct 21, 2013 The Meaningful Brand How strong brands make money How Strong Brands Make More Money, Hollis shares the from The Meaningful Brand by Nigel Hollis"

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Beware addiction to price promotion Nigel Hollis is author of The Meaningful Brand: How Strong Brands Make More Money, and chief global analyst at Millward Brown.

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