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Condition: New. Publisher/Verlag: VDM Verlag Dr. Müller | The Factors of Failure and Success in Internal Branding | Aligning brand understanding and commitment among employees with the external brand promise has become the new hype in modern management. But the theory has many subscribers as it has tales of failure. In many cases, marketing practitioners charged with the task of turning employees into brand champions resort to those instruments they know best from their product branding expertise. However, an employee's relationship with a corporate brand is far...

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