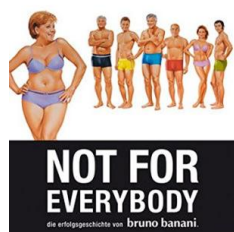


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NOT FOR EVERYBODY



Wolfgang Jassner
Gerhard Fischbach

WILEY

Condition: New. Publisher/Verlag: Wiley-VCH | Die Erfolgsgeschichte von bruno banani | bruno banani ist mittlerweile zur Kultmarke herangewachsen - einer Marke am Puls der Zeit: Innovativ, trendy und "Made in Germany". Das Modelabel bietet seit 20 Jahren hochwertige Qualität in Sachen Unterwäsche, die zwar Jedermann anspricht, aber mit dem Motto "Not for Everybody" doch den Schein des Exklusiven wahren möchte. Der Firmengründer Wolfgang Jassner und der Kommunikationsspezialist Gerhard Fischbach zeigen, wie es die Marke bruno banani in den letzten 20 Jahren..

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