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DON'T MESS WITH THE LOGO: THE STRAIGHT TALKING BIBLE OF BRANDING



Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Don't Mess with the Logo: The Straight Talking Bible of Branding, Andy Milligan, Jon Edge, "Jon and Andy lay out a road-map for great brand management, packed with the essentials of brand theory and practical tips to make it happen. It does for brand management what the Haynes workshop manuals do for cars." Peter Gowers, Chief Executive, InterContinental Hotels Group, Asia-Pacific "Brands are about difference and personality. This book really is..."

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- Authored by Andy Milligan, Jon Edge
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