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Prefácio de
PHILIP KOTLER

BRAND SENSE

OS SEGREDOS SENSORIAIS QUE NOS LEVAM A COMPRAR



«Um dos melhores livros de marketing de sempre.»
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BERTRAND EDITORA

Brand Sense

RC Schank



Brand Sense:

The book delves into Brand Sense. Brand Sense is an essential topic that needs to be grasped by everyone, from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Brand Sense, encompassing both the fundamentals and more intricate discussions.

1. This book is structured into several chapters, namely:

- Chapter 1: Introduction to Brand Sense
- Chapter 2: Essential Elements of Brand Sense
- Chapter 3: Brand Sense in Everyday Life
- Chapter 4: Brand Sense in Specific Contexts
- Chapter 5: Conclusion

2. In chapter 1, this book will provide an overview of Brand Sense. The first chapter will explore what Brand Sense is, why Brand Sense is vital, and how to effectively learn about Brand Sense.

3. In chapter 2, this book will delve into the foundational concepts of Brand Sense. This chapter will elucidate the essential principles that need to be understood to grasp Brand Sense in its entirety.

4. In chapter 3, this book will examine the practical applications of Brand Sense in daily life. The third chapter will showcase real-world examples of how Brand Sense can be effectively utilized in everyday scenarios.

5. In chapter 4, this book will scrutinize the relevance of Brand Sense in specific contexts. This chapter will explore how Brand Sense is applied in specialized fields, such as education, business, and technology.

6. In chapter 5, the author will draw a conclusion about Brand Sense. This chapter will summarize the key points that have been discussed throughout the book.

The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Brand Sense.

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