

C. Whan Park | Deborah J. MacInnis | Andreas B. Eisingerich

A decorative graphic consisting of numerous overlapping circles in various colors (yellow, orange, pink, blue, red, green) and a white paper airplane, scattered across the upper half of the cover.

BRAND ADMIRATION

Building a Business People *Love*

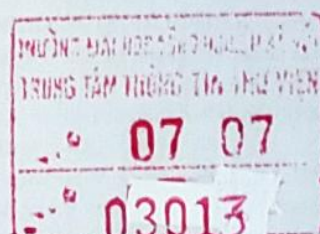
Foreword by Allen Weiss

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