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By Lindstrom, Martin

Kogan Page Ltd. Book Condition: New. Provides branding tools for evaluating where a brand is on the sensory scale, analyzing its sensory potential and giving it a clear pathway to optimize its sensory appeal. Num Pages: 192 pages, black & white illustrations. BIC Classification: KJS. Category: (P) Professional & Vocational. Dimension: 216 x 140 x 15. Weight in Grams: 248. . 2012. 2nd. Paperback. . . .



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