



# The Brandgym: A Practical Workout for Boosting Brand and Business

*David Taylor*

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## **The Brandgym: A Practical Workout for Boosting Brand and Business** David Taylor

Using the attributes from real managers and directors who have built successful brands, this book offers a practical program of "workouts" that analyze the fundamental reasons behind the success of brands across a range of business areas. It will help brand managers ensure the healthy life of their brands by focusing on the attitudes, behaviors, and techniques that make sustained brand growth happen.

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