

The Lovemarks Effect: Winning In The Consumer Revolution By Kevin Roberts

By Kevin Roberts

Lovemarks are the future beyond We are giving 10 lucky members of Lovemarks.com the chance to win It helped start the personal computer revolution in the

The Lovemarks Effect: Winning in the Consumer Revolution Roberts, Kevin (2005). Lovemarks: The Future Beyond Brands (Expanded edition ed.). NY: powerHouse Books.

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Mar 22, 2012 Kevin Roberts, chief executive officer of Publicis Groupe SA's Saatchi & Saatchi Worldwide, Roberts

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