

# The Global Brand CEO: Building The Ultimate Marketing Machine By Marc De Swaan Arons, Frank Van Den Driest By -Author-

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Today almost every marketer works on or competes against a global brand. Think about it; only ten years ago things were very different. The Global Brand CEO is the

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the transformation of marketing. The Ultimate Marketing Machine. EffectiveBrands consultants Marc de Swaan Arons and Frank van den Driest partnered with Keith

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Marc de Swaan Arons is the author of The Global Brand CEO (4.67 avg rating, 3 ratings, 0 reviews, published 2010) Marc de Swaan Arons s Followers.

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