

# What's In A Name?: Advertising And The Concept Of Brands By John Philip Jones

**By John Philip Jones**

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Author: John Philip Jones (Author), Title: What's in a Name?: Advertising and the Concept of Brands (Paperback), Publisher: M E Sharpe Inc, Category: Books, ISBN

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Philip Kotler is the S.C. Johnson & Son Professor of International Marketing, Philip and John A. Toward a Broader Concept of Marketing's Role in

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