

Legendary Brands: Unleashing The Power Of Storytelling To Create A Winning Market Strategy

By Laurence Vincent



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Vincent, L.: Legendary Brands: Unleashing the Power of
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[Legendary Brands: Unleashing the Power of Storytelling to Create a Winning Market Strategy](#), ISBN 978-0793155606; [Articles \(European Business Review\)](#)

Laurence Vincent is Executive Director of UTA Brand Studio where he develops brand strategies and creative campaigns for corporate clients and UTA talent

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Summary of Legendary Brands Unleashing the Power of Storytelling
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Storytelling: Branding in Legendary Brands: Unleashing the Power of Storytelling to Create a Winning Market Strategy by Laurence Vincent;

Larry Vincent Wrong Larry Vincent? Department Head, Brand Strategy Group United Talent Agency Inc; Group Director, Strategy Siegel+Gale LLP;

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