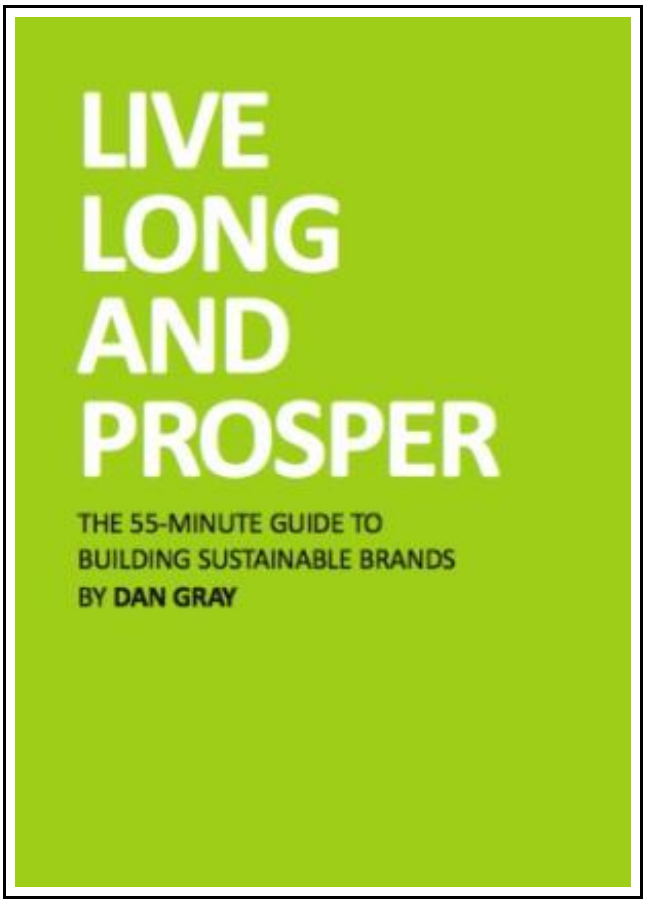
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Verb Publishing Ltd, United Kingdom, 2010. Paperback. Book Condition: New. 206 x 144 mm. Language: English . Brand New Book ***** Print on Demand *****.About Live Long And Prosper A lot of people are talking about sustainability these days. Still more talk about brands. Yet few people truly understand either. Inspired by The Brand Gap and Simplicity, Dan Gray sets about answering the really big questions. What does it really mean to be sustainable? Why is that critical to long-term brand and business success? And what does it take to establish sustainability as a lasting and meaningful source of advantage? With its six laws for building sustainable brands, this book offers experienced professionals and novices alike a quick and deceptively simple guide to why CSR is dead and design for sustainability is the next competitive advantage. About the 55-Minute Guide Series Far too many business books start with the false premise that offering meaningful insight requires exhaustive detail. They demand a huge investment from readers to wade through all the information provided and draw out what is relevant to them. In a rapidly changing, time-starved world, it s an approach that s getting wronger and wronger. What CEOs and other busy business people desperately need is high-level strategic insight delivered in quick, simple, easy-to-digest packages. Co-created by Dan Gray and Kevin Keohane, that s exactly what the 55-Minute Guides are designed to do. Instead of some 300-page pseudo-academic tome, they offer fresh perspectives and must knows on important topics that can be read from cover to cover in the course of a single morning s commute or a short plane ride. In short, they are the antidote to most business books. A quick read, not a long slog. Focused on big ideas, not technical detail. Promoting joined-up thinking, not functional...

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