

Star Brands: A Brand Manager's Guide To Build, Manage & Market Brands By Carolina Rogoll



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"In her position as both a brand manager at the world's largest consumer goods company and as an educator in the world's first graduate program in branding, Rogoll is

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Carolina Rogoll is the Author of "Star Brands: A Brand Manager's Guide to Build, Manage & Market brands", also a Branding Educator and Executive.

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