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How to Become a Brand, Not an Employee - Entrepreneur

It's probably a result of less-than-fully applying myself during my college years, but I tend to pre-judge any book by an academic as boring. I'm glad that didn't stop me from reading Nancy Koehn's book, "Brand New: How Entrepreneurs Earned Consumers Trust From Wedgwood to Dell." Koehn is a professor at no less than the Harvard Business School.

Brand New: How Entrepreneurs Earned Consumers' Trust from ...

Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell.By Nancy F. Koehn. (Boston: Harvard Business School Press, 2001. 469 pp. \$39.95, ISBN 1-57851-221-2.)

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10/10/2003 by Nancy F. Koehn. Boston: Harvard Business School Press, 2001. 470 pp. Notes, index, illustrations, figures, tables. Cloth, \$39.95. ISBN 1-578-51221-2. Reviewed by George David Smith Of all forms of history, biography is the most intimate, accessibl...

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Brand New: How Entrepreneurs Earned Consumers' Trust From Wedgwood to Dell. Boston, Mass.: Harvard Business School Press, 2001. 469 pp. ISBN 1-57851-221-2, \$39.95. The question of why some firms succeed while others stagnate or fail is one of the fundamental concerns of business history.

Brand New: How Entrepreneurs Earned Consumers' Trust from ...

If you want a solid personal brand, you must go beyond the basics of getting a degree, a new job, or a certification and help your brand grow beyond the confines of your current cubicle.

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Brand New: How Entrepreneurs Earned Consumers' Trust From Wedgwood to Dell. Boston: Harvard Business School Press, 2001.

Brand New How Entrepreneurs Earned

In Brand New, Harvard Business School professor Nancy Koehn looks at six entrepreneurs and the extraordinary brands they built.The entrepreneurs include Josiah Wedgwood, Henry Heinz, Marshall Field, Estee Lauder, and Michael Dell. What interests Koehn is not so much the success that these brands enjoyed as much as the trust these household names were able to inspire in consumers.

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