



The Invisible Grail: In Search of the True Language of Brands

John Simmons

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The one thing that all brands desire is customer affection. They want to be loved. And when they are not loved, what are they lacking? Is it possible to find the missing element - the holy grail - that will bring them closer to their customers and their own people? In his new book, John Simmons reveals how to undertake and complete that quest - using the power of words.

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