

The Truth About Creating Brands People Love

By Brian D. Till, Donna D. Heckler

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Prior to his academic career, he worked at Purina as a brand manager. He has He is co-author of the book The Truth About Creating Brands People Love.
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He is co-author of the book The Truth About Creating Brands People Love. He has also served on the boards of several non-profits in St. Louis and Cincinnati

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