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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.

Brand New: How Entrepreneurs Earned Consumers' Trust from ...  
In Brand New, Harvard Business School professor Nancy Koehn looks at six entrepreneurs and the extraordinary brands that they built including 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 that these household names were able to inspire with consumers.

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

(PDF) Brand New: How Entrepreneurs Earned Consumers' Trust ...  
Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell. "Until Josiah Wedgwood, Britons ate from wood and pewter plates. Until Henry Heinz, women toiled over pickled foods. Until Michael Dell, few people owned a personal computer, let alone dreamed of buying one "built to order."

Preview of Brand new : how entrepreneurs earned consumers ...  
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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.

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