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Carol S. Pearson, Ph.D. & D. Min., is and Everyday Miracles; The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes (co-authored)

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The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes Hardcover February 6, 2001

What s your brand archetype? - hnw inc

As Margaret Mark and Carol S. Pearson note in The Hero and the Outlaw: Building Extraordinary Brands Through This carries into Nike s brand archetype, the Hero,

In the book the hero and the outlaw, authors

3225 Sonia Trail Ellicott City, MD 21043 410-313-8067 www.thegardencentergroup.com In the book The Hero And The Outlaw, authors Margaret Mark and Carol

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Mark, Margaret. The hero and the outlaw: building extraordinary brands through the power of archetypes, by Margaret Mark and Carol S. Pearson.

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Book review: the hero and the outlaw

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