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THE ORIGIN OF

# Brands

HOW PRODUCT EVOLUTION  
CREATES ENDLESS POSSIBILITIES  
FOR NEW BRANDS

AL & LAURA

# RIES

Authors of the National Bestseller  
*The Fall of Advertising & the Rise of PR*

# Origin Of Brands How Product Evolution Creates Endless Possibilities For New Brands

**Albert N. Greco**



## **Origin Of Brands How Product Evolution Creates Endless Possibilities For New Brands:**

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