Brand Rejuvenation: How To Protect, Strengthen & Add Value To Your Brand To Prevent It From Ageing

by Jean-Marc Lehu

The ability to do so is affected by cost and brand positioning strategy. An exploratory approach. Lehu, Brand rejuvenation: How to protect, strengthen & add value to your brand to prevent it from ageing. Kogan Page, London. 2006. Brand Rejuvenation: How to Protect, Strengthen And Add Value to. Brand rejuvenation: how to protect, strengthen & add value to your brand to prevent it from ageing. Add to My Bookmarks Export citation. Brand rejuvenation: