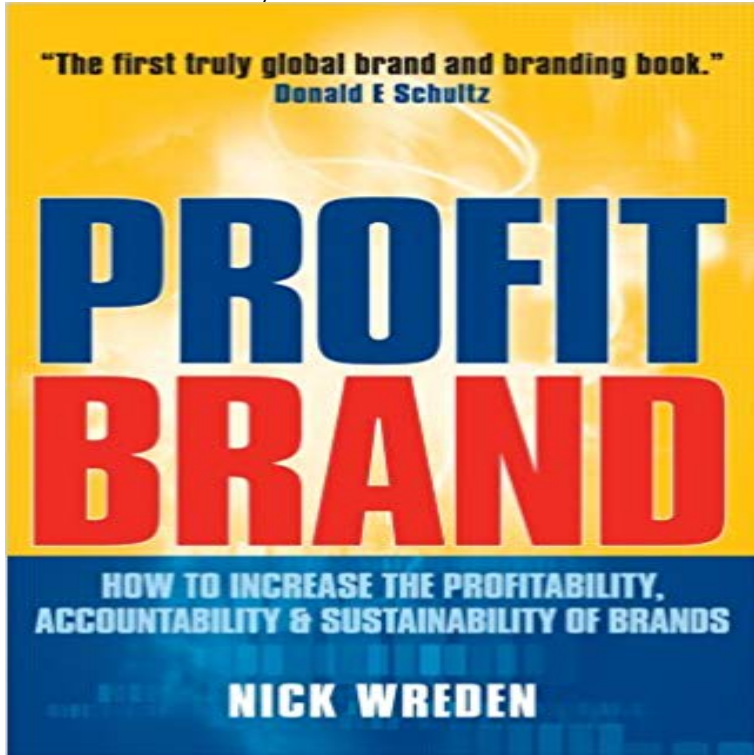


ProfitBrand: How to Increase the Profitability, Accountability and Sustainability of Brands



ProfitBrand does a superb job in showing how companies can gain by tracking individual customers profitability, and not simply basing their strategies on aggregate measures such as sales and market share. -- Philip Kotler, Kellogg School of Management

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