

Legendary Brands: Unleashing The Power Of Storytelling To Create A Winning Market Strategy By Laurence Vincent

By Laurence Vincent

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Laurence Vincent.

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Marc Gob (2001), Laurence Vincent (2002), *Legendary Brands: Unleashing the Power of Storytelling to Create a Winning Marketing Strategy*. Chicago:

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^Vincent, Laurence (2002). *Legendary Brands: Unleashing the Power of Storytelling to Create a Winning Market Strategy*. Kaplan Business. p. 6. ISBN 0-7931-5560-6.

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Laurence Vincent is Executive Director of UTA Brand Studio where he develops brand strategies and creative campaigns for corporate clients and UTA talent

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