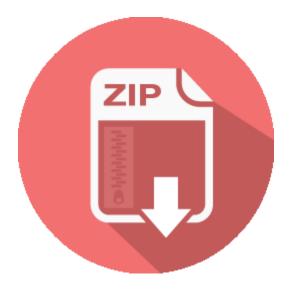
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Appendix . Take-Home Lessons Here s a quick summary of the ideas covered in THE BRAND GAP. Sprinkle liberally throughout your brand presentations, or try

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