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entrepreneur, the company and the customer, and how the brand results from and ultimately represents that relationship. Lessons from the six legendary brand-builders show how vision and values can transform both traditional and online businesses.

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It's probably a result of less-than-fully applying myself during my college years, but I tend to pre-judge any book by an academic as boring. I'm glad that didn't stop me from reading Nancy Koehn's book, "Brand New: How Entrepreneurs Earned Consumers Trust From Wedgwood to Dell." Koehn is a professor at no less than the

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In *Brand New*, Harvard Business School professor Nancy Koehn looks at six entrepreneurs and the extraordinary brands that they built including Josiah Wedgwood, Henry Heinz, Marshall Field, Estee Lauder, and Michael Dell. What interests Koehn is not so much the success that these brands enjoyed as much as the trust that these household names were able to inspire with consumers.

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Brand New: How Entrepreneurs Earned Consumers' Trust From Wedgwood to Dell. Boston, Mass.: Harvard Business School Press, 2001. 469 pp. ISBN 1-57851-221-2, \$39.95. The question of why some firms succeed while others stagnate or fail is one of the fundamental concerns of business history. In general,

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