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**By Allen P. Adamson**

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In his best-selling book, BrandSimple: How the Best Brands  
Keep it Simple and Succeed, Allen P. Adamson showed in a  
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About the Author. Allen P. Adamson is the author of BrandDigital: Simple Ways Top Brands Succeed in the Digital World and BrandSimple: How the Best Brands Keep it Simple and Succeed by Allen P Adamson, Martin Sorrell (Foreword by) - Find this book online from \$0.99. Get new, rare & used

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