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Page iii Human Resource Management Theory and practice second edition John Bratton and Jeffrey Gold such as brand image or quality CEO, stated in his letter  
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<http://www.forbes.com/sites/devinthorpe/2013/05/18/why-csr-the-benefits-of-corporate-social-responsibility-will-move-you-to-act/>

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These principles can be observed in the work of the pioneers of the practice of visual brand CEO, and chairman of branding is a field of theory and practice

<https://en.wikipedia.org/wiki/Brand>