



# MATERIAL

## BUCHEMPEFHLUNGEN

"HOW BRANDS GROW" **VON BYRON SHARP**

"THE LONG AND THE SHORT OF IT" **VON LES BINET & PETER FIELDS**

"IF BRANDS ARE BUILT OVER YEARS WHY ARE THEY MANAGED OVER  
QUARTERS" **VON LEONARD M. LODISH & CARL F. MELA**

## MEHR INFOS

EHRENBURG-BASS-INSTITUT

## PEOPLE TO FOLLOW

BYRON SHARP

MARK RITSON

DAN WHITE

PROF. DR. CARSTEN BAUMGARTH

ANDREW TINDALL