

# **BrandSimple: How The Best Brands Keep It Simple And Succeed By Allen P. Adamson**

**By Allen P. Adamson**

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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

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Allen Adamson is author of The Edge: 50 Tips from Brands that Lead Including Apple, Zappos, GE, P&G, and even Justin Bieber; BrandSimple: How the Best Brands Keep it

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