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By Kevin Roberts

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de Kevin Roberts, CEO de la prestigiada agenciaglobal de publicidad, Saatchi & Saatchi y autor del libro LoveMarks, el futuro m s all de las marcas

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Kevin Roberts, el CEO de Saatchi En su libro Lovemarks. El futuro mas all de las marcas explica C mo se mide el amor El ranking de las marcas m s

Kevin Roberts cree apasionadamente que el Amor es un elemento clave para el exito de las empresas. En Lovemarks, una innovadora aproximacion a la filosofia

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