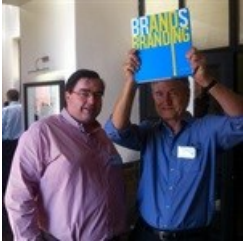


## 2014 edition of *Brands & Branding* now out

The 2014 edition of *Brands & Branding*, launched last week at GIBS Brand Week, is now available to order.



Published by Affinity Publishing, the book pays tribute to the great brands helping make South Africa great, by recognising the collective contribution brands make towards growing the economy, South Africa's reputation and the development of its people.

It has articles and brand development stories, plus a number of narrative insights that capture the essence of branding in South Africa, making it an "owner's manual" for everyone involved in the discipline of marketing and brand building.

The book costs R365, with free overnight delivery to all main centres in South Africa. To order, email [Lynn@brandsandbranding.co.za](mailto:Lynn@brandsandbranding.co.za).

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