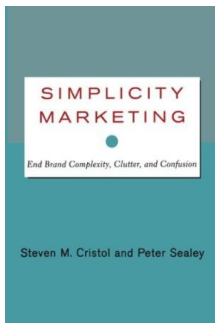


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# SIMPLICITY MARKETING: END BRAND COMPLEXITY, CLUTTER, AND CONFUSION (PAPERBACK)



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- Authored by Steven M. Cristol, Peter Sealey
- Released at 2007



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