

New book on branding to hit the shelves soon

A new book from Zebra Press which deals with the most important legal aspects of branding, will hit the bookstores in March. 'The Law of the Brand' by Hans Muhlberg, is a practical, easy-to-read and at times light-hearted book, aimed at the small businessman; the lawyer who doesn't specialise in intellectual property; and the advertising, branding and marketing communities. Visit www.zebrapress.co.za for more information.

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