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No hay que ser especialista en branding para entender que las grandes marcas, y no estoy pensando sólo en las que facturan mucho dinero o son de gran tamaño, generan vínculos emocionales con sus consumidores. Oxitobrand ocupa el espacio teórico conceptual que le hacía falta al branding, que aún pelea por su reconocimiento académico, económico y empresarial. Pero entiendo que iniciativas como la investigación de Ghio conducen hacia el mismo destino: su legitimación como una disciplina que mejore la gestión de las marcas. Quienes integramos esta industria sabemos que los grandes éxitos marcarios siempre tuvieron más de estudio que de improvisación y más participación de la investigación social que de la intuición publicitaria; es por eso que es motivo de celebración la llegada de un libro que abra la puerta hacia un mundo nuevo, casi desconocido en materia de branding.

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