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Expand, Grow, Thrive: 5 Proven Steps to Turn Good Brands into Global Brands through the LASSO Method Pete Canalichio President and Founder of Licensing Brands, Inc.

Emerald: Title Detail: Expand, Grow, Thrive by Pete Canalichio

Expand, Grow, Thrive 5 Proven Steps to Turn Good Brands into Global Brands through the LASSO Method In this call-to-arms for marketers struggling to hit their growth targets, brand licensing expert Pete Canalichio explores what needs to be done to consistently and sustainably convert consumer interest into passion, into must-have, and into must-have-more.

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EXPAND, GROW, THRIVE

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Expand, Grow, Thrive may well prove to become the bible for the licensing business. Gino Frye, CEO PEG, INC. The book not only shares wonderful examples of how our most loved brands such as Coca-Cola, the NFL and Star Wars make their way into our homes and into our lives, it also offers a powerful methodology for how to ensure they keep doing so.

Expand. Grow. Thrive. - Pete Canalichio : Pete Canalichio

Expand, Grow, Thrive. 5 Proven Steps to Turn Good Brands into Global Brands Through the LASSO Method. By: ... Canalichio has created a measured and proven "think big, get big" framework to truly help your brand first expand, grow successfully, and ultimately thrive.

Expand, Grow, Thrive (Audiobook) by Pete Canalichio ...

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In this episode, host Neil Howe talks with author Pete Canalichio about his new book Expand, Grow, Thrive: 5 Proven Steps To Turn Good Brands Into Global Brands Through The LASSO Method. Pete explains how brands are created and how he looks at them to assess their chances of going from

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good to global.

Pete Canalichio - Author of Expand, Grow, Thrive on ...

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