

The background of the cover is a dark, monochromatic photograph of a person's feet wearing sneakers, walking on a sidewalk. The image is slightly out of focus and has a grainy texture. Faint, large, light-colored text is visible in the background, appearing to be a mix of words and numbers, possibly related to a brand or a specific product line.

# VALUE C<sup>®</sup>REATION

The Power of **Brand** Equity

NEAL • STRAUSS

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