

**Lovemarks: The Future Beyond Brands By Kevin
Roberts**

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Kevin Roberts is executive chairman of Saatchi & Saatchi and head coach of Publicis Groupe, In 2004, he wrote Lovemarks: the Future Beyond Brands,

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Kevin Roberts is Executive Chairman of Saatchi & Saatchi and Head Coach of Publicis He has written several books including Lovemarks: The Future Beyond Brands,

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