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branding, business strategy, and customer relationships, she is the author of Brand New: How Entrepreneurs. Earned Consumers' Trust from Wedgwood to Dell,

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Nancy F. Koehn (born 1959) is a historian of business at the Harvard Business School in the New York Times (2009); Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell (2001) Starbucks Coffee Company; Bono and U2; Celeste Walker; Dell Computer; Ernest Shackleton; Estée Lauder

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Koehn is an authority on business history, entrepreneurial management, is *Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell*.

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Citation: Elizabeth B. Goldsmith Ronald E. Goldsmith, (2002) "Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell", *Journal of*

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DELL, MICHAEL Aronoff, Craig E, and John L. Ward. "Michael In Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell, 259-305.

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Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell Nancy F. Koehn Harvard Business School Press Boston, MA 2001 469 pp.

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The Story of American Business; and Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell, among other books and articles.

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Koehn's research focuses on entrepreneurship, leadership, and Her most recent book, Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell, examines six entrepreneurial visionaries who have

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Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell Schultz (Starbucks—specialty coffees); and Michael Dell (microcomputers).

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She is the author of Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell; and The Power of Commerce: Economy and

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On Feb 1, 2003 Charles Noble published: Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell: Nancy F. Koehn, Harvard

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Citation: Koehn, Nancy F. Brand New: How Entrepreneurs Earned Consumers' Trust From Wedgwood to Dell. Boston: Harvard Business School Press, 2001.

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Koehn's most recent book, Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell (2001) examined six entrepreneurial visionaries

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