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*Ries, Al/Ries, Laura, The Origin of Brands - Discover the Natural Law of Product Innovation and Business Survival, pg.

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The Origin of Brands Discover the Natural Laws of Product Innovation and Business Survival Chapter One The Great Tree of Life The "Great Tree of Life" is how

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PhD Management (Marketing) 2009, Queen's School of Business .. Maureen (2005), "The Origin of Brands: Discover the Natural Laws of Product. Innovation and Business Survival," by Al and Laura Reis, Journal of the

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(With Laura Ries) The Origin of Brands: Discover the Natural Laws of Product Innovation and Business Survival, HarperCollins (New York, NY), 2004.

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