

# **BrandDigital: Simple Ways Top Brands Succeed In The Digital World By Allen P. Adamson**



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About the Author. Allen P. Adamson is the author of BrandDigital: Simple Ways Top Brands Succeed in the Digital World and BrandSimple: How the Best Brands Keep it

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Allen Adamson is managing director of the New York office of Landor Associates and author of BrandDigital: Simple Ways Top Brands Succeed in the Digital World and

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Today, I spoke to Allen P. Adamson, who is the author of BrandDigital: Simple Ways Top Brands Succeed in the Digital World and the managing director of Landor Associates

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