

2015 edition of *Brands & Branding* out on 17 November

The 2015 edition of *Brands & Branding* in South Africa will be out on 17 November. Launched by Affinity Publishing, this year's edition has articles and brand development stories, plus a number of narrative insights taking stock of Branding 4.0 and includes a new major feature dedicated to FMCG and retailer brands. To pre-order your copy (R365 including delivery to main centres), email Lynn, lynn@brandsandbranding.co.za or call +27 (0) 11 482 3006.

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