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As such, The Pirate Inside is a manual for anyone who has felt that they could build something more from their brand, were it not for the sometimes-shortsighted demands of management or shareholder.

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In line with this thinking, The Pirate Inside forwards two key questions: what does it take to be the driver or guardian of a successful Challenger Brand, and what are the demands made by this on character and corporate culture? Building on his answers, Adam Morgan then explores the critical issue of whether big, multi-brand companies can create Challenger micro-climates within their companies ...

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Pirate radio - Wikipedia

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