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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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The Pirate Inside is different. It forwards the idea that brands are about people, and Challenger Brands are driven by a certain kind of person in a certain kind of way. Challenger Brands don't rely on CEOs or founders, but on the people within the organization whose personal qualities and approach to what they do make the difference between whether the brand turns to gold or falls to dust.

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