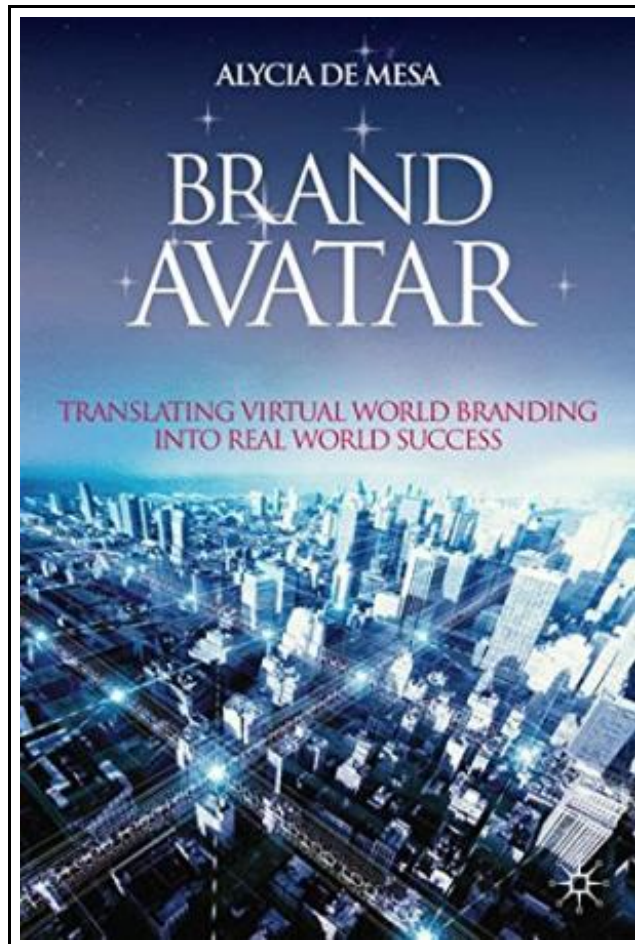# Brand Avatar: Translating Virtual World Branding into Real World Success

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Reviews

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(Prof. Jerad Lesch)

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