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Chris Kocek started Gallant based on a Chris is the author of The Practical Pocket Guide to Account Planning and is a frequent guest lecturer at the University of

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About the Author. Chris Kocek is the Founder & CEO of Gallant, a strategy and design studio dedicated to building brands for a better world. Prior to starting Gallant

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Author: Chris Kocek. As the name alludes, The Practical Pocket Guide to Account Planning offers up practical advice to understanding account planning.

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