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BRANDING AND BRAND EQUITY 4.1 INTRODUCTION 4.2.1.4 BRAND-STRATEGY DECISION The Final Consideration In Brand Decisions Is What Brand Strategy To Follow. Brand-strategy Decisions Usually Happen Over Time, As Each Brand

Develops Further. Organisations Can Introduce Line Extensions, Brand Jan 5th, 2024
Brand Performance And Brand Equity - Journal-archives14
Consequences Of Brand Equity Management Evidence From Organization In The Value Chain", Journal Of Product & Brand Management, Vol.12, No.4, Pp.220-236. [5] Aaker David A. (1996), "Measuring Brand Equity Across Products And Markets", Californiya Management Review, Vol.38, No.3, Pp.102-120. Mar 21th, 2024.

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