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Understanding brands

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Abstrak

Good brand management is the route to getting a brand to work harder, make its proper mark and achieve success. Any brand, new or old, must be managed, nurtured, exploited and, when necessary, changed. For those who know that brand management is crucial but don't know how to go about it, Understanding Brands illustrates what a brand is, what it can do for them, and how it supports the strategic goals of the business.