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Brand Revival - An Overview



Seminar paper

GRIN Verlag. Paperback. Condition: New. 40 pages. Dimensions: 8.1in x 5.4in x 0.2in Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2, 0, University of Applied Sciences Essen, course: Marketing, language: English, abstract: Due to a very fast changing market situation it is crucial for companies to define clear brand strategies. Brand concepts are playing an ever more important role in today's free market economy. Creating brand recognition..

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