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## **Branding And Brand Equity 4.1 Introduction**

118 the other hand, is a unique symbol that represents a specific company, or a brand name written in a distinctive type style (bov et al., 1995:247). according to kotler (2003:420), a brand is essentially a marketer's promise to

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international journal of academic research in business and social sciences 2017, vol. 7, no. 7  
 issn: 2222-6990 596 www.hrmar.com reput, popularity, trust and willingness to provide the best service (kotler and keller 2006);

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4 while these product-market be measures are brand specific, they still suffer from the confounding of brand and marketing mix (product attributes, promotion, price and distribution)

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 109 the impact of cultural factors on the consumer buying behaviors examined

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 10 marketing to teenagers: the influence of color, ethnicity and gender

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international journal of scientific and research publications, volume 6, issue 4, april 2016 243  
 issn 2250-3153 www.ijr.org effect of packaging elements on consumer buying

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11 4. discuss nos dias atuais expresss como consumo, marketing, comportamento do consumidor s ouvidas e muitas vezes provocam debates “acalorados” nos





