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issn: 2222-6990 596 www.hrmars.com reput, popularity, trust and willingness to provide the
best service (kotler and keller 2006;

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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