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## BUILDING RELATIONSHIPS WITH STAKEHOLDERS IN CORPORATE BRANDING



GRIN Verlag Apr 2014, 2014. Taschenbuch. Condition: Neu. Neuware - Seminar paper from the year 2013 in the subject Business economics - Investment and Finance, grade: 2.3, University of Leicester (School of Management), course: Elective: Communications & Branding, language: English, abstract: 'A brand is more than a trademark. It is a trustmark. A brand is a covenant between the company and the consumer. A trusted brand is a genuine asset.' This quote is said to be from US brand consultant...

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- Authored by Stefan Heini
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