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Sat, 19 May 2018 18:05:00 GMT - A brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising.

### **Brand - Wikipedia -**

Mon, 08 Feb 2016 23:54:00 GMT - Title: Brand Communities, Marketing, and Media Subject: Custom media strategy and brand communities Keywords: Brand community custom media magazines

### **Brand Communities, Marketing, and Media - Terrella -**

Wed, 23 May 2018 09:25:00 GMT - The first time I became aware of **brand inconsistency** was four, maybe five years ago. Companies were extending their appearances to apps, social media and other digital channels.

### **Transforming Lufthansa's Brand Strategy: A Case Study ... -**

Sun, 20 May 2018 06:51:00 GMT - Brand awareness refers to the extent to which customers are able to recall or recognise a brand. Brand awareness is a key consideration in consumer behavior, advertising management, brand management and strategy development.

### **Brand awareness - Wikipedia -**

Wed, 23 May 2018 02:01:00 GMT - foreword what constitutes an effective communication strategy? in this increasingly changing landscape where the boundaries between consumer, brands and content

### **COMMS STRATEGY 20pp - The Good Pitch -**

Thu, 14 Dec 2017 23:55:00 GMT - The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty

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Fri, 01 Aug 2014 02:40:00 GMT - Marketing Communications MA â€œ master the main communication tools and techniques available to support an organisationâ€™s marketing goals with this degree.

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Sat, 19 May 2018 01:30:00 GMT - A companyâ€™s social media strategy is generally oriented toward one of four types. This quiz can help you identify your dominant approach (the category with the highest total).

## **Whatâ€™s Your Social Media Strategy? - Ideas and Advice ...-**

- [Ricoh Global Official Website] To effectively communicate its corporate stance and business activities, the Ricoh Group introduces a combined report covering on economy, society, and the environment.

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