

Brand and Corporate Names as Vital Assets to Organisations



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GRIN Verlag GmbH Sep 2013, 2013. Taschenbuch. Book Condition: Neu. 211x146x5 mm. This item is printed on demand - Print on Demand Neuware - Scholarly Essay from the year 2012 in the subject Business economics - Business Management, Corporate Governance, , language: English, comment: A near-paradigm shift towards emphasis on branding, rather than mere production, characterizes contemporary organizational dispositions. This research investigates the concepts of branding and corporate naming, besides delving further into emerging issues, including branding ethics and the anti-branding movement. The paper may provide study pointers for students undertaking research on branding and corporate naming. Further, the paper relies on scholarly work, which students may find useful for intertextualization. , abstract: Heightened competition and increased need to maintain or expand existing market shares forces firms to undertake strong branding and corporate naming. Through analyzing and reviewing scholarly work, the current study investigates the utility in branding and corporate naming for firms. The concepts of branding and corporate naming are described, focusing on the relationship between a firm and its customers. This is followed by a discussion of the importance of branding to a firm, alongside how a strong brand can be developed and maintained. The emerging issues in the field of branding and corporate naming; ethical branding and the anti-branding movement, are reviewed. A set of recommendations then usher in the conclusion, underpinning the position that branding and corporate naming are vital for competitiveness in the contemporary market. 24 pp. Englisch.

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