



The Fundamentals of Branding

Melissa Davis

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The Fundamentals of Branding offers an overview of the foundations for building, developing and maintaining brands. Branding is a discipline that has emerged over the last century to become a ubiquitous force in marketing. It is also a discipline that is rapidly evolving, affected by technological advancements and a constantly shifting social context. This title is designed to give readers a broad understanding of the stages and methodologies adopted in the brand development process.

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