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branding – definition american marketing association: a name, term, design, symbol, or any other feature that identifies one seller's good

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brands and brand equity: definition and management lisa wood sheffield hallam university, sheffield, uk brand management in consumer marketing, brands often provide

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definition of media: communication channels through which news, entertainment, education, ... popular 'advertising, marketing, & sales' terms. marketing

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definition of 'social media marketing (smm)' the use of social media websites and social networks to market a company's products and services. social media ...

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strategy: definitions and meaning ... he concludes that clausewitz' definition of strategy as ... operational excellence implies world-class marketing, ...

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definition: the process of gathering, analyzing and interpreting information about a market, about a product or service to be offered for sale in that market, and ...