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A key to building strong brands, then, is to develop and implement a brand identity. One of the goals of this book is to expand the concept of brand identity. A common pitfall is to focus on the product attributes and tangible functional benefits of a brand. Chapter 3, in which brand identity is formally defined and discussed, encourages strategists to expand their concept of brand identity by

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Brand building is an integral aspect of personal and business development. It not only increases the voice and consumer awareness of a brand, but it also gives it an identity and worth. The advent of participatory and interactive platforms has given many businesses the chance to enhance brand

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