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this is because family branding allows them to leverage the equity accumulated in the core brand. aspects of brand equity ... journal of product & brand management ...

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... brand equity). ... brand management build brand credibility and credible brands only can build brand loyalty, bounce back from circumstantial crisis, ...

MUHAMMAD MOHSIN (AUTHOR OF ENCYCLOPAEDIA OF BRAND EQUITY ...

muhammad mohsin is the author of encyclopaedia of brand equity management (0.0 avg rating, 0 ratings, 0 reviews, published 2009)

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brand equity is a phrase used in the marketing industry which describes the value of having a well-known brand name, based on the idea that the owner of a well-known ...

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