

aaaker on branding 20 pdf

Branding and labelling have an ancient history. Branding probably began with the practice of branding livestock in order to deter theft. Images of the branding of cattle occur in ancient Egyptian tombs dating to around 2,700 BCE.

Brand - Wikipedia

The earliest origins of branding can be traced to pre-historic times. The practice may have first begun with the branding of farm animals in the middle East in the neolithic period.

Brand management - Wikipedia

With the growth of e-commerce and global competition, business-to-business (B2B) marketers are showing increased interest in the potential of branding, especially at the corporate level.

Branding importance in business-to-business markets

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Brand equity, brand loyalty and consumer satisfaction

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El valor de la marca desde la perspectiva del consumidor

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Technologies de l'information et de la communication

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