

Branding as Communication

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By combining a scholarly approach with case studies and examples, this text bridges the worlds of communication and business by providing a single vocabulary in which to discuss branding. It brings these ideas together into a coherent framework to enable discussions on the topic to occur in a variety of disciplines. A number of perspectives are also provided, including brands as signs and symbols, brand personality, history, communication, cognitive factors, loyalty, personal branding, community, and social issues.

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