



Brand Management by Using Special Marketing Strategies

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Condition: New. Publisher/Verlag: VDM Verlag Dr. Müller | Consumer Perception of a Clothing Product According to the Brand Image | Fashion is a billion - dollar industry which employs millionsof people around the world, and today, more than ever, affectsalmost all consumers in society. Consumers often choose the brandmatching to their own personality or the personality they wouldlike to represent to others. People have a deep-seated tendency toevaluate themselves, their professional accomplishments, and theirmaterial well-being relative to others. To wear brand clothes canbe used as status symbols. Clothing, especially fashionableapparel, often represents an important symbolic consumption areafor consumers. Thus, the more marketers know about the motives,attitudes, values and needs of consumers, the better able they willbe to successfully market to them. The primary aim of this work wasto identifyand evaluate Brand Management and how companies buildup a clearly defined brand image by product advertising, branding,and other marketing strategies. Therefore it was also toinvestigate and analyse the consumer perception of clothingproducts according to their brand image. | Format: Paperback | Language/Sprache: english | 114 gr | 72 pp.



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