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the part of a brand that can be
easily pronounced, including
letters, words, and numbers that
represent the actual product or
service. The part of a brand (not
the words) that incorporates a
unique symbol, coloring, lettering,
or design element.

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a name, term, design, symbol, or
combination of these elements
that identifies a business,
product, or service, and sets it

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apart from its competitors. a word, group of words, letters, or numbers that represent a product or service. the legal name of the business. incorporates a unique symbol, coloring, lettering, or design element.

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Marketing Essentials - Chapter 31 - TM. STUDY. PLAY. Brand. A name, term, design, symbol, or combination of these elements

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that identifies a product or service and distinguishes it from its competitors. Brand Name. Also called a product brand, is a word, group of words, letters, or numbers that represents a product or service.

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Marketing Essentials--Chapter 31.
the part of a brand that can be easily pronounced, including letters, words, and numbers that represent the actual product or service. The part of a brand (not the words) that incorporates a unique symbol, coloring, lettering, or design element. Marketing Essentials--Chapter 31

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Marketing Essentials Chapter 31

Marketing Essentials Chapter 31.
Brand. Brand name. Trade name.
Brand mark. a name, term,
design, symbol, or combination of
these elements.... a word, group
of words, letters, or numbers that
represent a p.... the legal name of
the business. incorporates a
unique symbol, coloring, lettering,
or design e....

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STUDY. PLAY. Brand. name, term,
design, or symbol that identifies a
business or organization and its
products. Brand Name. the part of
a brand that can be spoken,
including letters, words, and
numbers. Brand Mark.

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Marketing Essentials Chapter 31,
Section 31.2 A label X is an
information tag, wrapper, seal, or
imprinted message that is
attached to a product or its
package. Its main function is to
inform customers about the

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product contents and give directions for its use.

Chapter 31 Branding, Packaging, and Labeling

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letters, words, and numbers that
represent the actual Page 6/29.
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Answer Key product or service.

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The part of a brand

Chapter 31 Marketing Essentials Review Answer Key

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the legal authorization by a
trademarked brand owner to
allow another company (the
licensee) to use its brand, brand
mark, or trade character for a fee.
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reflect quality, value, and
reliability. Builds relationships
with customers and support the

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product brands offered by the company. Chapter 31 Marketing Essentials Flashcards | Quizlet Marketing Essentials - Chapter 31 - TM. STUDY. PLAY. Brand. A name, term, Page 8/27

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