

# What's In A Name?: Advertising And The Concept Of Brands By John Philip Jones

By John Philip Jones

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A brand is a name, term, design, symbol or other feature that distinguishes one seller's product from those of others. [2] Brands are used in business, marketing, and

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ISBN: 0765609738 9780765609731: OCLC Number: 50643647: Description: xxiii, 308 pages : illustrations ; 24 cm: Contents: Foreword: Advertising and Brand Planning / Don

John Philip Jones is the author of When Ads Work (3.83 avg rating, 6 ratings, 0 reviews, published 1995), How Advertising Works (3.40 avg rating, 5 ratin

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