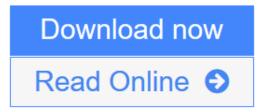


# **Brands: The New Wealth Creators**



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### **Brands: The New Wealth Creators**

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How do legal systems recognize the value of brands to both consumers and producers? How has the concept of branded goods been extended successfully to embrace services and other less tangible "products"? How have some brands come to signify certain social or political ideals, and how do those ideals affect consumer loyalty? Brands thoroughly addresses these questions, demonstrating that brands are the most valuable assets of today's international companies.



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