



Brands: The New Wealth Creators

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From new brand development to brand management, from trademark protection to the role of advertising and design, *Brands* offers a comprehensive survey of all aspects of branding. Assembling a wide range of "brand experts," this topical and authoritative collection looks, from a variety of perspectives, at the increasingly crucial role that brands have come to play in the international marketplace.

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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