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March 31st, 2002 - Country as brand product and beyond A place marketing and brand management perspective Authors Kotler P amp Gertner D J Brand Manag' *The Importance Of Branding UK Essays UKEssays*

March 23rd, 2015 - This assignment is aims to analyse the importance of branding and its role the power of a brand Kotler and brand names language and country of'

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'suchas China or Singapore compulsory'

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'**A Brand Building Literature Review CiteSeerX**

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'**Overview of Political Candidate Marketing by Philip Kotler**

October 7th, 1973 - Philip Kotler 1975 Overview of Political Candidate Marketing that they run their country by making a choice the basis of his brand' **Philip Kotler Faculty Kellogg School of Management**

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'Market segmentation Wikipedia

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'Marketing Management 12th Edition Kotler Keller

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'Brand Wikipedia

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'Dictionary American Marketing Association

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