

Corporate Branding

from: Visualytes Limited

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Description

Corporate branding refers to the practice of promoting the brand name of a corporate entity, as opposed to specific products or services. The activities and thinking that go into corporate branding are different from product and service branding because the scope of a corporate brand is typically much broader.



<http://tradeshowslocal.businessconnectorslocal.com/classified/corporate-branding-1253.html>