



Module III. Business

Branding for
Orange
Economy
course

Topic 1. What is brand

Lesson 1. Brand definition



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*This short topic will be just to see what is
basically a brand*



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Once the topic is completed and approved, learners will be able to understand

*what we consider a
brand*

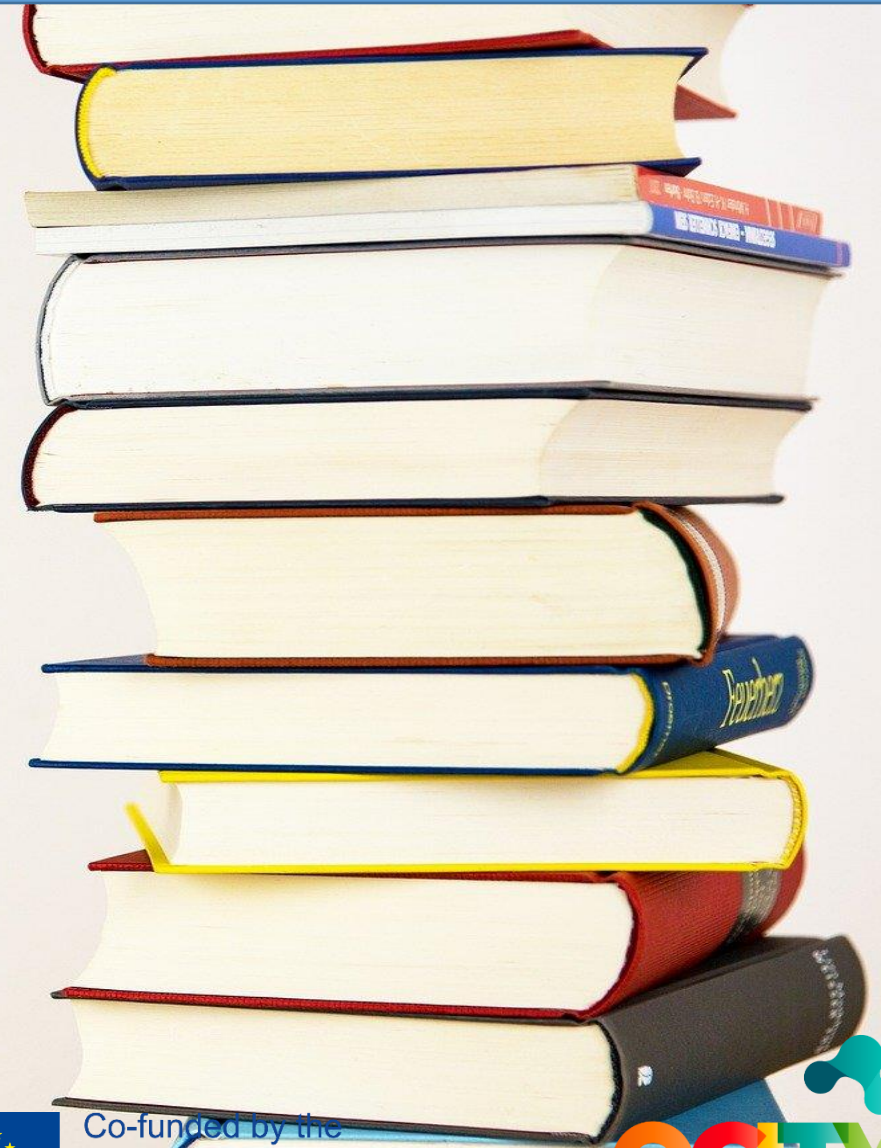


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In this lesson, we will learn

- *the definition of a brand*
- *get to know the most famous brands.*



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Brand definition

“A name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers.” *(AMA)*

“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.” *(Seth Godin)*



Strongest brands

Apple

Brand Value \$241.2B

1-Yr Value Change 17%

Industry: Technology



Google

Brand Value \$207.5B

1-Yr Value Change 24%

Industry: Technology



Microsoft

Brand Value \$162.5B

1-Yr Value Change 30%

Industry: Technology



Amazon

Brand Value \$135.4B

1-Yr Value Change 40%

Industry: Retail



Facebook

Brand Value \$70.3B

1-Yr Value Change -21%

Industry: Technology



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CREDITS

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