

HOW TO MAKE THE BRAND SUCCESSFUL

1. Watch the video on

<http://www.youtube.com/watch?v=Tmcfv9Z2Y8k&index=15&list=PL88AD09FFCDF3B48C>

and fill in the new words in the sentences after the presentation

2. Give your own examples of

Market segment

Brand loyalty

Niche marketing

Brand stretching

Market leader

Co-branding

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