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## BRAND - THE POWER OF GREAT SUCCESS IN BUSINESS



Brand - The power of great success in business  
A research of SMEs branding recognition in Uganda and Vietnam



Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | A research of SMEs branding recognition in Uganda and Vietnam | Brands have become valuable assets that play a central role in differentiating the products and services to catch the attention of the customers. This research examines the significance of branding strategies for companies' growth and survival. For this paper, models and theories from previous researches are used to give an in-depth understanding of the different brand strategies and SMEs. The data...

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