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## **Brassington And Pettitt Principles Of**

e-Marketing Definition. e-Commerce describes the exploitation of electronic means and platforms to conduct company business. e-Marketing (also referred to as web marketing or internet

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marketing) uses electronic communication technologies including the Internet, mobile phones and digital televisions to accomplish marketing objectives (McDonald and Wilson, 1999).

## **e-Marketing - What is it? Definition, Examples and More**

A brand name usually takes the form of

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words (Brassington & Pettitt, 1997:267), such as The Sharks, Cats, Bulls or Stormers. A brand mark is a portion of a brand that cannot be expressed verbally. This includes a graphic design or symbol (Bové et al., 1995:247). The brand mark is

## **BRANDING AND BRAND EQUITY 4.1**

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## **INTRODUCTION**

Pricing Policy and Strategy Managers should start setting prices during the development stage as part of strategic pricing to avoid launching products or services that cannot sustain profitable prices in the market. This approach to pricing enables companies to either fit costs to prices or scrap products or



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services that cannot be generated cost-effectively.

## **Pricing Policy and Strategy | Encyclopedia.com**

As Brassington and Pettitt (2006) explain, the logo and brand name must be distinctive, supportive, acceptable, and available. ... Brassington, F. and

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Pettitt, S. (2006) Principles of Marketing

...

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process and makes it easier to buy or  
sell products into the market

(Brassington and Pettitt, 2006).

According to Kotler and Keller (2006),

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branding is bestowing products and

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“A product is a physical good, idea ,person ,or place that is capable of offering tangible attributes that individuals or organizations regard as so necessary, worthwhile or satisfying that they are prepared to exchange money, patronage or, or some other unit of value in order to acquire it”(Brassington and Pettitt, 2006:288)

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