Branding With Type
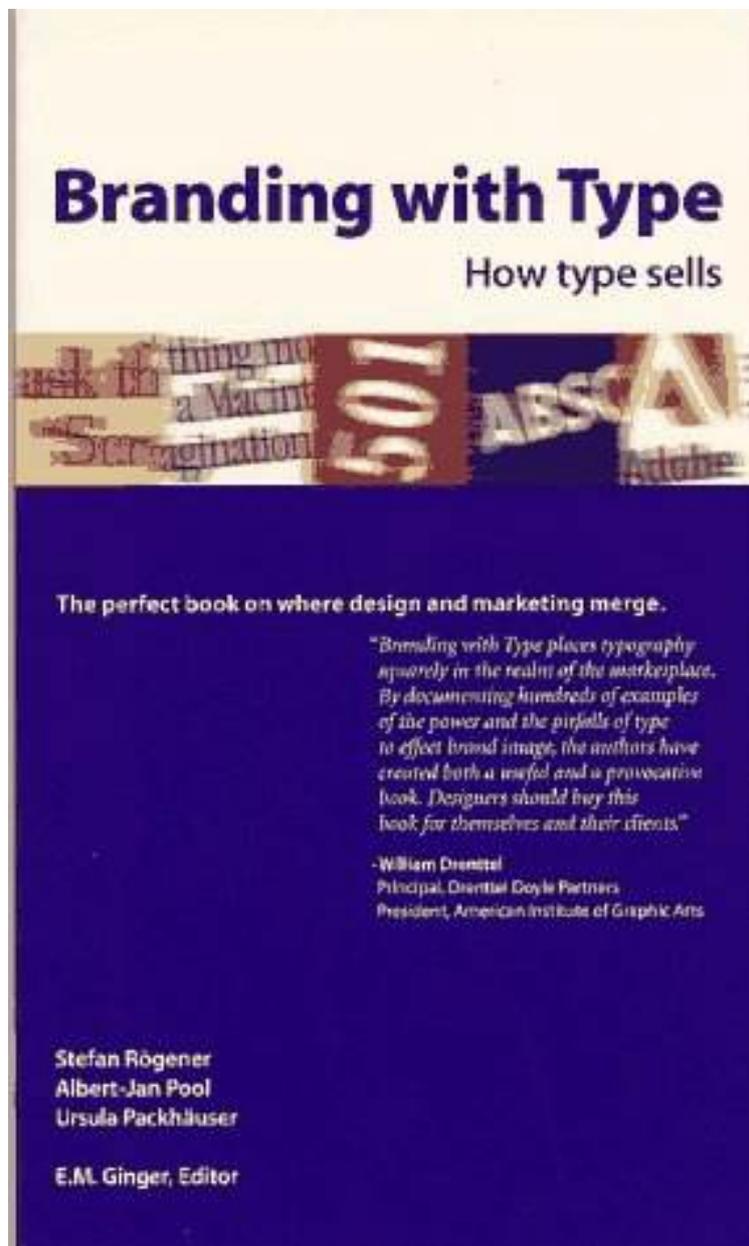
By Stefan Rogener, Albert-Jan Pool, Ursula Packhauser, E. M. Ginger

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By Stefan Rogener, Albert-Jan Pool, Ursula Packhauser, E. M. Ginger : Branding With Type quot;no

brandquot; branding may be construed as a type of branding as the product is made conspicuous through the absence of a brand name quot;tapa co branding is the utilization of two or more brands to name a new product co branding is of two types ingredient co branding and composite co branding Branding With Type:

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