

## Marketing Essentials Chapter 31

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the part of a brand that can be easily pronounced, including letters, words, and numbers that represent the actual product or service. The part of a brand (not the words) that incorporates a unique symbol, coloring, lettering, or design element.

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these elements that identifies a business, product, or service, and sets it apart from its competitors. a word, group of words, letters, or numbers that represent a product or service. the legal name of the business. incorporates a unique symbol, coloring, lettering, or design element.

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Marketing Essentials Chapter 31. Brand. Brand name. Trade name. Brand mark. a name, term, design, symbol, or combination of these elements.... a word, group of words, letters, or numbers that represent a p.... the legal name of the business. incorporates a unique symbol, coloring, lettering, or design e....

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Marketing Essentials Chapter 31, Section 31.2 A label X is an information tag, wrapper, seal, or imprinted message that is attached to a product or its package. Its main function is to inform customers about the product's contents and give directions for its use.

Chapter 31 Branding, Packaging, and Labeling

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## Chapter 31 Marketing Essentials Review Answer Key

Marketing Essentials - Ch. 31 - Branding, Packaging, & Labeling. the legal authorization by a trademarked brand owner to allow another company (the licensee) to use its brand, brand mark, or trade character for a fee. This activity was created by a Quia Web subscriber.

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