

## **Branding**

A set of marketing and communication methods that help to distinguish a company, products, or defines people image



Image: <https://pixabay.com/en/brand-business-company-mark-focus-1027862/>

*“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.” Jeff Bezos*

**Tag:** communication

### **Challenge:**

Without free markets and brands, innovation is nonexistent and the price of poor quality goods is high. Brands are part of our lives and there's no way around it.

It also appears that the desire for status is woven into our DNA. And if brands and people occupy the same space and time, economic value is created. This value we have yet to precisely define.

Humans need brands nearly as much as we need fellow humans. If brands don't provide added value to customers, those brands will disappear. Without brands, there is no motivation to innovate or achieve scaled economic advantages.

### **Solution:**

Effective branding can result in higher sales of not only one product, but of other products associated with that brand. Careful brand management seeks to make products or services relevant to a target audience.

Beyond that, personal branding is essentially the ongoing process of establishing a prescribed image or impression in the mind of others about an individual, group, or organization.

### **Reference:**

<https://www.brandingstrategyinsider.com/2016/07/world-without-brands.html>  
<https://en.wikipedia.org/wiki/Brand>

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