


[DOWNLOAD](#)


## Brand - The power of great success in business

By Ke Tuong, Nguyen / Lukoma, Vivienne

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 was collected through qualitative interviews with 10 companies of which five were conducted in Kampala, Uganda and the other five were in Ho Chi Minh city, Vietnam. Although SMEs play a significant role in economic development, they are facing challenges of building brands due to the scarce resources. Financing was shown among the key prohibitions to brand establishment. The research identifies the need for SMEs to adapt branding strategies. Research findings pointed out the benefits of brand recognition in both countries. The respondents indicated that brand communication was an effective tool in creating brand recognition in SMEs. Besides price, quality, innovation, and a clear vision among others are enabling factors for building strong brands. | Format: Paperback | Language/Sprache: english...



[READ ONLINE](#)  
[ 6.17 MB ]

### Reviews

*Extensive guide! Its this kind of great read. It is really simplistic but excitement from the 50 percent of your pdf. I am just quickly will get a pleasure of looking at a composed book.*

-- **Tomasa Bins**

*A very amazing publication with perfect and lucid information. We have read through and that i am certain that i will planning to study once more yet again in the future. You will not really feel monotony at anytime of the time (that's what catalogues are for about should you question me).*

-- **Matilda Hoeger V**

## Other Books



### **Genuine] teachers in self-cultivation Books --- the pursue the education of Wutuobangbao into in J57(Chinese Edition)**

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-05-01 Pages: 212 Publisher: Jilin Publishing Title: teachers' self-cultivation Books --- pursue educational utopia original price: 28 yuan...



### **Scala in Depth**

Manning Publications. Paperback. Book Condition: New. Paperback. 304 pages. Dimensions: 9.2in. x 7.3in. x 0.8in.Summary Scala in Depth is a unique new book designed to help you integrate Scala effectively into your development process. By presenting the emerging best practices and designs...



### **Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers**

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original...



### **A Dog of Flanders: Unabridged; In Easy-to-Read Type (Dover Children's Thrift Classics)**

Dover Publications, 2011. Paperback. Book Condition: New. No Jacket. New paperback book copy of A Dog of Flanders by Ouida (Marie Louise de la Ramee). Unabridged in easy to read type. Dover Children's Thrift Classic. Reprint of original edition. Green edition. Mineola...



### **California Version of Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package**

Pearson, United States, 2015. Loose-leaf. Book Condition: New. 10th. 249 x 201 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies other than Pearson, the access codes for...



### **Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package**

Pearson, United States, 2015. Book. Book Condition: New. 10th. 250 x 189 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies other than Pearson, the access codes for...