

## Marketing Essentials Chapter 31

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Marketing Essentials–Chapter 31. 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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### Marketing Essentials Chapter 31

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?? contents and give directions for its use.

### Chapter 31 Branding, Packaging, and Labeling

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Marketing Essentials–Chapter 31. the part of a brand that can be easily pronounced, including letters, words, and numbers that represent the actual Page 6/29. Where To Download Chapter 31 Marketing Essentials Review Answer Keyproduct or service. The part of a brand

### Chapter 31 Marketing Essentials Review Answer Key

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