Język Angielski Biznesowy

Business English Magazine

Product Branding



Dear Readers,

Do you have a favourite brand that you identify with? What is brand personality and creative destruction? Has your brand been repositioned lately? Not sure what I'm talking about? Whether you are a shopper, a business person or a marketing professional, there are many useful terms related to product branding, and you don't need to hire a brand agency to find them out, just read this informative product branding booklet!

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