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Wed, 23 May 2018 08:06:00 GMT - A brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising.

Brand - Wikipedia -

Wed, 23 May 2018 09:47:00 GMT - At Dow Building Solutions, we give you the technologies and expertise to deliver high-performance, energy efficient, and durable buildings.

Dow Building Solutions - The Dow Chemical Company -

Thu, 24 May 2018 09:38:00 GMT - Building a strong leadership brand requires that companies follow five principles. First, they have to do the basics of leadershipâ€™like setting strategy and grooming talentâ€™well.

Building a Leadership Brand - Harvard Business Review -

Mon, 21 May 2018 22:35:00 GMT - The Gateway to Up-To-Date Information on Integrated 'Whole Building' Design Techniques and Technologies. The goal of 'Whole Building' Design is to create a successful high-performance building by applying an integrated design and team approach to the project during the planning and programming phases.

WBDG | WBDG Whole Building Design Guide -

Mon, 07 Nov 2016 08:36:00 GMT - 'Brand equity' is a phrase used in the marketing industry which describes the value of having a well-known brand name, based on the idea that the owner of a well-known brand name can generate more revenue simply from brand recognition; that is from products with that brand name than from products with a less well known name, as consumers ...

Brand equity - Wikipedia -

Mon, 21 May 2018 17:41:00 GMT - A couple of concept maps weâ€™ve used in DIG. The â€™Map of Modern Brand Buildingâ€™