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## A CHALLENGE IN EUROPEAN PROFESSIONAL DEVELOPMENT



EC Project Number: 2018-1-IT02-KA101-047792

Key Action: Learning Mobility of Individuals

Action Type: School education staff mobility



**TEACHING ASSIGNMENT presso Savo Vocational College, Kuopio, 4 - 9 novembre 2019**

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# Brand in Marketing



Branding Policies and marketing strategies

# Brand

- Logo
- Name
- Color
- Identity
- Strategies
- Marketing



# Brand in Supermarket

WHAT ?

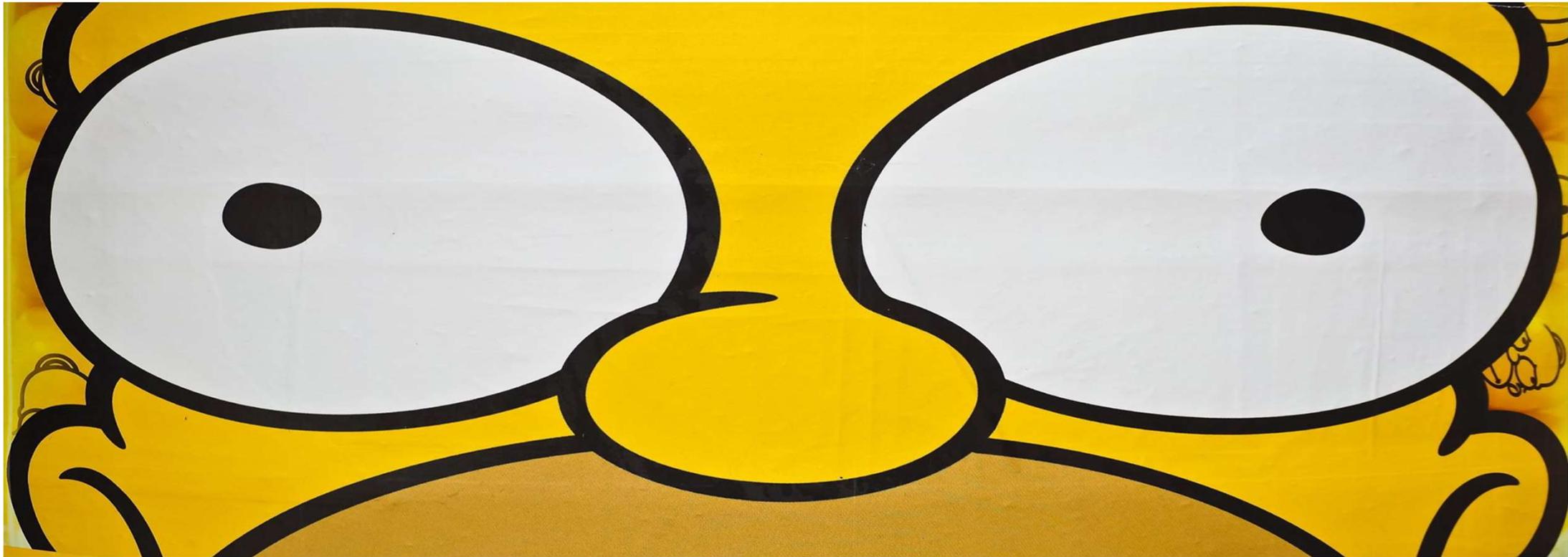


# Brand in Supermarket

HOW ?



# Brand in Supermarket



WHEN