

## Chapter 31 Marketing Essentials Review Answer Key

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Chapter 31 Branding, Packaging, and Labeling  
Marketing Essentials--Chapter 31. STUDY. PLAY. Brand. name, term, design, or symbol or combination of these that identifies the business or organization. Brand Name. the part of a brand that can be easily pronounced, including letters, words, and numbers that represent the actual product or service.

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Chapter 31 Marketing Essentials Review Answer Key Page 3/5. Access Free Marketing Essentials Chapter 31 Package - the physical container or wrapping for a product (estimated 10% of price spent on package, design and development) Brand - a name, term, design, symbol, or combination of these

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Chapter 31 Marketing Essentials Review Answer Key Marketing Essentials - Ch. 31 - Branding, Packaging, & Labeling. the legal authorization by a trademarked brand owner to allow another company (the licensee) to use its brand, brand mark, or

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A B; brand: a name, term, design or symbol that identifies a business or organization and its products: brand name: the word, group of words, letters, or numbers representing a brand that can be spoken

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Unit 2: Marketing Essentials - Higher Nationals  
qualitative research. Marketing research that focuses on smaller numbers of people and tries to answer questions that begin with "why" or "how." market intelligence. Also known as market research; concerned with the size and location of a market, the competition, and the segmentation within the market for a particular product or service.

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