



Outline

- **Chapter 8 – WHO: Identifying Markets**
- **Chapter 9 – HOW: Creating Brand Equity**
- **Chapter 10 – WHAT: Crafting the Brand Positioning**

Kotler Chapter 8 Ppt

Игорь Липсиц



Kotler Chapter 8 Ppt:

Whispering the Strategies of Language: An Emotional Quest through **Kotler Chapter 8 Ppt**

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