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Consequences Of Brand Equity Management Evidence From Organization In The Value Chain", Journal Of Product & Brand Management, Vol.12, No.4, Pp.220-236. [5] Aaker David A. (1996), "Measuring Brand Equity Across Products And Markets", Californiya Management Review, Vol.38, No.3, Pp.102-120. 2th, 2024

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Competitor(s) Class: Div 2 Steve Powell Team Powell Truck Racing MAN TGS 1200 0 3 Adam Bint CMG Bint Racing Volvo White Aerodyne 1270 0 5 John Powell Driver MAN Paccar 1100 0 6 James Aitkenhead Blackthorn Commercials Sisu SL250 1711 0 8 John Bowler Bowler Racing / Bowler Haulage Foden M11 1100 2th, 2024

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The Strategic Management Of Brand Equity: Exploring The ...

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