

# Brands

Can you think of a brand which appeals to you? What do you like about it?

Why do companies spend so much money promoting their brand?

How important is an attractive logo to a brand?

How would you calculate the value of a brand?

What would you say is the world's oldest brand?

Is it possible to mislead your customers with your brand?

What is involved in creating a successful brand?

How important is a good name to a brand?

In what way can a brand be damaged?

What would you say is the most successful brand in the world?

Can you think of a brand which has been unsuccessful?

Have you any idea what a concept brand is?