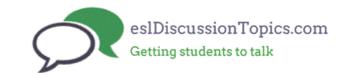
## **Brands**



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?