

Name \_\_\_\_\_

# Brands

Go to the linked website, read the article and answer the following questions.

<http://www.entrepreneur.com/article/232805>

1. What large company is claimed to have a great brand?

\_\_\_\_\_

2. What tips from the article involves random acts?

\_\_\_\_\_

3. How does Oxytocin relate to brands?

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\_\_\_\_\_

4. What is Dale Carnegie quotes as saying?

\_\_\_\_\_

\_\_\_\_\_

5. Why is this Carnegie quote important to consider when branding?

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\_\_\_\_\_

For the three companies listed below, describe there brand based on what thoughts you have when you read the company name.

1. Nike \_\_\_\_\_

\_\_\_\_\_

1. BP \_\_\_\_\_

\_\_\_\_\_

1. Family Fare \_\_\_\_\_

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