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## Management of socio-economic components of branding in the company

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### Abstract

The article is devoted to defining of an essence of brand as the single whole integrity of socioeconomic promises to a consumer. In this connection the analysis of notion 'branding' is made. The authors give their own interpretation of branding as strategic process. The relationship between brand and consumer is revealed which is built in inter-influence from both sides. It is emphasized that the more stronger this relationship is the more stronger the brand will be. © IDOSI Publications, 2013.

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### Keywords

Brand, Branding, Consumer, Strategic management, Unsatisfied needs