The importance of brand and own reputation—from real daily life to the web

By Prof. Antonio Pelosi, Italy

We usually associate the term ‘brand’ with a product that has a unique, consistent and well-recognized character and that makes other products stand out. But brands conjure up images in the mind, rather than just on the shelf. Large organisations work hard to raise the power and status of their brands, not just to compete against unbranded or unfur- nished rivals, but also to convey images in the mind. The most successful ones convey images in the minds of people even against unbranded or unbrunished rivals.

We now look closer at understanding how this works, and the use of brands.

As the world becomes more interconnected, there are more important today than in the past 100 years. Brazil, China, and India, for instance, are more important today than in the past 100 years. In essence it has made it worth something. It is simply a piece of paper. But brands the owner has taken action to make it worth something. It is simply a piece of paper. But brands the owner has taken action to make it worth something. It is simply a piece of paper. But brands the owner has taken action to make it worth something. It is simply a piece of paper. But brands the owner has taken action to make it worth something. It is simply a piece of paper. But brands the owner has taken action to make it worth something. It is simply a piece of paper. But brands the owner has taken action to make it worth something. It is simply a piece of paper. But brands the owner has taken action to make it worth something. It is simply a piece of paper. But brands the owner has taken action to make it worth something. It is simply a piece of paper. But brands the owner has taken action to make it worth something. It is simply a piece of paper. But brands the owner has taken action to make it worth something. It is simply a piece of paper. But brands the owner has taken action to make it worth something. It is simply a piece of paper. But brands the owner has taken action to make it worth something. It is simply a piece of paper. But brands the owner has taken action to make it worth something. It is simply a piece of paper. But brands the owner has taken action to make it worth something.