Brands are created in the mind

BUSINESS LINE
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IIM ALUMNI are working to create a global brand in the US, much like what the IIT-ians did a few weeks ago in Washington DC (www.iit2005.org).

A survey by Vivaldi Partners and Forbes magazine has found that Apple's brand value is at $5.3 billion, after rising by 38 per cent in the last four years, largely on the popularity of its iPod digital media device, www.macnewsworld.com reports.


A communiqué on www.emediawire.com explains 'wikification' of brands; it incorporates measurement and today's branding imperatives, one learns. Bank of Baroda sports a new sunny brand with Rahul Dravid in company, even as Dabur ropes in Vivek Oberoi as its brand ambassador.

Isn't it time we come to terms with brands?

"Brands are the express checkout for people living their lives at ever increasing speed," according to Brandweek. Brand is a type of product manufactured by a company under a particular name, explains a familiar brand, the Concise Oxford English Dictionary. "A particular type of something," it adds, giving as example, "the Finnish brand of socialism". The entry on Merriam-Webster Online Dictionary begins, "Middle English, torch, sword, from Old English; akin to Old English bærnan to burn." The first meaning, therefore, is a charred piece of wood; sword and "a mark made by burning with a hot iron to attest manufacture or quality or to designate ownership," are other meanings that follow.

"The doctor whose beard they have singed off with brands of fire," is a gruesome line from The Comedy of Errors. "We'll burn his body in the holy place, and with
"Products are made in the factory, but brands are created in the mind," is a quote of Walter Landor.

Oxford Dictionary of Business lists brand after "branch accounting" and informs that the sale of most branded products began in the UK at the turn of the century, though a few such as Bovril and Horlicks were mid-Victorian. "Manufacturers believe that if they invest in the quality of their brands they will build up a brand image," it notes. "You can't use a comic approach today and a scientist in a white
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