

DEVELOPING A BRAND ASSET MANAGEMENT STRATEGY IN TOURISTIC DOMAIN

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***Abstract:** With the groundwork laid in the first two phases, the next phase determines the right brand-based strategies to deliver on the brand vision's goals and objectives as well as the Brand Picture's market perceptions and perspectives. This phase draws on many traditional marketing tools such as positioning, pricing and channel strategies, but with a more strategic brand-oriented focus.*

*Key words: brand, brand asset, brand management strategy,
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