

## Brand Management

Read and fill in the correct vocabulary.

**Brand:** Loyalty image stretching awareness name

**Product:** launch life cycle range placement endorsement

**Market:** leader research share challenger segment

1. The company should focus on delivering the best product at the cheapest price, and that will build \_\_\_\_\_.
2. Using different types of \_\_\_\_\_ allows you to target customers based on unique characteristics, create more effective marketing campaigns and find opportunities in your market.
3. Apple has a huge \_\_\_\_\_ in the smartphone industry comparing to the personal computing industry.
4. There are plans to raise global \_\_\_\_\_ through music, fashion and entertainment.
5. The \_\_\_\_\_ is defined by four stages: introduction, growth, maturity and decline.
6. All the car makers spend heavily to promote their \_\_\_\_\_.
7. Every product needs a great \_\_\_\_\_.
8. An early example of \_\_\_\_\_ is in the 1949 movie *Gun Crazy*, where a Bulova clock is repeatedly shown in important scenes.
9. Most entrepreneurs and small business owners don't really think about their \_\_\_\_\_ until there's a problem with the image they are developing.

10. Tobacco companies are using \_\_\_\_\_ to get their names established in other areas.
11. A \_\_\_\_\_ often dominates its competitors in customer loyalty.
12. \_\_\_\_\_ usually generate better sales. It is one of the best advertising methods.
13. The basic aim of the \_\_\_\_\_ is to expand its market share and become the industry leader by introducing a new variety of products.
14. It's still a new company with a limited \_\_\_\_\_ .