

# Secrets Of Success In Brand Licensing - Chinese Version - Andrew Levy

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Chinese Language Version - Brand Licensing is the most exciting and inspiring element of the marketing mix, reaching all of us in every product sector from clothing, food, giftware, household, music and publishing to stationery and toys. Brand Licenses can come from a fantastic variety of backgrounds including the arts, design, entertainment, celebrities, online and sport. Whether you are a brand owner looking to license out your brand or a manufacturer thinking of buying into a license, getting it RIGHT has never been so important. Secrets of Success in Brand Licensing is written by Brand Licensing Industry experts, Andrew Levy and Judy Bartkowiak who share their years of practical experience and contacts worldwide to bring you the inside story on today's successful brand licensing campaigns. What is Brand Licensing?; What makes a successful Brand License?; The process of Brand Licensing; The role of key players in Brand Licensing; Promoting your Brand License; Maximising Retail Im... Author: Levy, Andrew Publisher: MX Publishing Illustration: N Language: ENG Title: Secrets of Success In Brand Licensing - Chinese Version Pages: 00204 (Encrypted PDF) On Sale: 2011-11-22 SKU-13/ISBN: 9781780920733 Category: Business & Economics : Marketing - General Category: Business & Economics : International - Marketing Category: Business & Economics : Public Relations

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