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Learning Objective #2: What elements are involved in identifying, creating, rejuvenating, or changing a brand's image? Identifying the Desired Brand Image To promote the desired image, the marketing team should evaluate the nature of the

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Kenneth Clow is a Professor of Marketing and holds the Biedenharn Endowed Chair of Business in the College of Business Administration at the University of Louisiana at Monroe. Previously, he served as Dean at both the University of Louisiana at Monroe and the University of North Carolina at Pembroke.

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