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Dr. Kenneth E. Clow is a professor of Marketing in the College of Business Administration at the University of Louisiana at Monroe. Previously, he served as the Dean for the University of North Carolina at Pembroke and as the MBA Director at Pittsburg State University. ... Donald Baack is a University Professor of Management at PSU and has been ...

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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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