

Advanced Organizational Communication and Information Based Leadership
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Issues management

- Part of the strategic communication is to scan the social and business environment of the organization in order to identify processes and trends which may affect the organization's activities. The process of managing emerging issues in the environment is called issues management.

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What is a brand?

- A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and usually marketed. Branding is the process of creating and disseminating the brand; it can be applied to the entire corporate identity as well as to individual products and service names.
- (<http://www.bitpipe.com>)

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Brand image

- = impressions in the consumer's mind of a brand's total personality (real and imaginary qualities and shortcomings). Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience.
- (<http://www.businessdictionary.com>)



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From:brandchannel.COM

- **Brand** A brand is a mixture of attributes, tangible and intangible, symbolized in a trademark, which, if managed properly, creates value and influence. "Value" has different interpretations: from a marketing or consumer perspective it is "the promise and delivery of an experience"; from a business perspective it is "the security of future earnings"; from a legal perspective it is "a separable piece of intellectual property." Brands offer customers a means to choose and enable recognition within cluttered markets.



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