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*The Joy of Freedom* David R. Henderson, 2002 Henderson one of the world s most vigorous advocates of free markets celebrates those in American society and around the world who are fighting to get government off their backs

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*Brandweek* ,2006

**Digital Branding - A phenomenon empowered by the Internet and the rising importance of Social Media** Amelie Lorenzen,2013-01-09 Seminar paper from the year 2012 in the subject Business economics Offline Marketing and Online Marketing grade 9 2 Maastricht University University College Maastricht language English abstract

The Internet has revolutionized the world in many ways Recently it seems that both people and organizations have gone all digital This paper shall give an explanation of Reitkopf s statement on marketing by investigating to what extent the Internet has affected the world of corporate branding and elaborating on advantages and pitfalls of this medium Arguably digital branding can be a highly valuable online marketing tool if and only if an organization wins the challenge to understand its customers to successfully establish a positive customer brand relationship and to have a comparative advantage over its online competitors The structure of this paper his threefold In the first part it will derive implications of the Internet and social media on branding in general by elucidating advantages and disadvantages of the digital world Secondly the essay will focus on a specific aspect of the so called I branding Simmons 2007 namely co creation of brands Lastly a case study of the sports brand Nike will further clarify the meaning of I branding and will provide examples for the advantages and disadvantages mentioned in the first part

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