

Strategic brand venturing: an intersectional idea

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#	ARTICLE	IF	CITATIONS
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2	Rethinking brand management: the role of "brand chartering". Journal of Product and Brand Management, 1997, 6, 64-77.	4.3	29
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11	Is brand management critical to SMEs'™ product sustainability? Qualitative analysis in the context of Indonesia small enterprise environment. IOP Conference Series: Earth and Environmental Science, 2021, 716, 012109.	0.3	3
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