

Reference

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Links

- 1) <http://www.drdoobs.com/brand-leverage/184411370>
- 2) <http://www.slideshare.net/DGMediaSchool/brand-leveraging>
- 3) <http://www.yourarticlelibrary.com/brand-management/brand-3-ways-of-leveraging-brand-equity/13681/>
- 4) <https://www.extension.iastate.edu/agdm/wholefarm/html/c5-53.html>
- 5) https://www.tutorialspoint.com/brand_management/brand_management_leveraging.htm