



## Brand

American Marketing Association defines **brand** as: *“a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers”*.

**Brand** can be also defined as a set of symbols, their meaning and interpretation, experience, association and attitude related with the specific product (goods or service), person or organization.

Related terms and methods:

- » [Brand Management](#)
- » [Branding](#)
- » [Marketing](#)
- » [Positioning](#)

Related management field:

- » [Marketing and Sales](#)