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Corporate branding refers to the practice of promoting the brand name of a corporate entity, as opposed to specific products or services. The activities and thinking that go into corporate branding are different from product and service branding because the scope of a corporate brand is typically much broader.

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of the effectiveness of corporate branding strategy as a strategic decision in an organization: multiple stakeholders' reliance, financial value and strategic position. The elements of the model are based on information obtained from literature review and structured interview with specialists in strategic management and marketing and some multi-business companies' managers. A questionnaire and

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Corporate Branding Corporate branding is a strong tool for re-aligning a corporate strategy and ensures that the corporation big or small is leveraging adequately on the untapped internal and external resources.

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Introduction The Challenges of Corporate Branding.

Introduction The Challenges of Corporate Branding Majken Schultz Copenhagen Business School, Denmark Leslie de Chernatony Birmingham Business School, University of Birmingham Volume 5 Numbers 2 and 3 Corporate Reputation Review, vol. 5, Nos. 2/3, 2002, pp. 105-112 Henry Stewart Publications, 1363-3589 Page 105 Corporate branding has been hailed by some as a way of circumventing the pro

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