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The Brand Is Psychologi-cally Rather Than Physically Based'.20 Personality Since The 1980s, The Concept Of Image Has Tended To Be Replaced By The Tions (such As A Collection Of Famous Sites) Forming A Conceptual Entity Rather Than A S Mar 1th, 2024

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Emotional Branding Is Part Of The Belief Process Because It Stay In Their Mind Overtime And Difficult Wipe Out. Affect (Feelings). Consumers Also Hold Certain Feelings Toward Brands Or Other Objects. Sometimes These Feelings Are Based On The Beliefs (e.g., A Person Feels Nauseated When Thinki Mar 1th, 2024

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