

## An Intellectual Capital as a Driver for Branding

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**Abstract :** A brand is the identity of a specific product, service or business. A brand can take many forms, including a name, sign, symbol, color, combination or slogan. The word brand began simply as a way to tell one person's identity from another by means of a hot iron stamp. A legally protected brand name is called a trademark. The word brand has continued to evolve to encompass identity - it affects the personality of a product, company or service. A concept brand is a brand that is associated with an abstract concept, like AIDS awareness or environmentalism, rather than a specific product, service, or business. A commodity brand is a brand associated with a commodity<sup>1</sup>. In this paper, it is tried to explore the significance of an intellectual capital for the branding of an Institution.

**Keywords :** brand, commodity, consumer, cultural values, intellectual capital, zonal cluster

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