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Product Packaging Design and Branding Your Company

<https://www.ideaconnection.com/innovation-articles/judging-a-book-by-its-cover-packaging-design-00785.html>

Branding is a tool companies use to differentiate their products from the competitor's products. Apple, Coca-Cola, and Nike are excellent examples of well-branded companies.

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Date created: 04 01 2020