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# BRANDING OF 'INTANGIBLES': A CRITICAL LITERATURE REVIEW HIGHLIGHTING EMERGING SERVICES SECTORS

Amlan Bhattacharya \*

## Abstract

*Apart from goods, services are the second major marketable entities in most commercial activities. Now a days, there is a growing importance of services in terms of its contribution in the GDP of many countries around the world. One of the critical point in marketing of services is that, relative to goods (i.e. tangible products), services are more intangible and more likely to vary in quality depending on the "Moments of Truth", i.e. that very particular time involved in providing services. Consequently, branding becomes particularly important for the service firms in order to address potential problem areas related with intangibility and variability characteristics of services. Brand stands as what is perceived by people who buy and use a product. Branding is a sophisticated process that puts together and sustains a perfect mixture of attributes and values – most of which are intangible. The review of literature provides an insight in to the importance of branding intangible products, and why as well as how is it done worldwide. An attempt has been made by the researcher to put forward the brief and critical review of literature related with branding of various services and strategies for branding few selected services viz., theaters, airlines, hospitals, and Gymnasiums.*

*Key Words: Words: Intangibles, Brands, Brand Equity*

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