

金融英语基础辅导：Branding and Image品牌化和形象 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/499/2021_2022__E9_87_91_E8_9E_8D_E8_8B_B1_E8_c92_499541.htm Branding The process by

which a company differentiates itself and its products in the market place.品牌化来源：考试大公司把自己和它的产品和市场上的其他相区分的过程。Image A popular perception usually created through mass media.形象一般通过大众传媒塑造的公众形象。

来源：考试大 Logo An image or statement which reflects the character of a company or a company product.标识来源：考试大反映公司或产品特点的形象或文字。Brand Identity The promise of performance, quality, features, or service support made by a company through its advertising.品牌识别来源：考试大公司通过广告作出的有关质量、性能、特点和售后服务的保证

。Brand Image How a consumer perceives a product or company through branding.品牌形象来源：考试大消费者通过品牌化对产品或公司的印象。Corporate Identity Perception consumers have of a company created by its logo, design, and visual image.企业识别来源：考试大消费者通过公司的标识、设计和视觉形象确立的对公司的印象。

Consumer Perception Mental image consumers have of a company or product due to the company ' s branding and advertising efforts.消费者认知来源：考试大由于公司的品牌化和广告投放，使消费者对公司或公司产品在大脑中产生的映象。Perceived Benefit A benefit a consumer thinks they are getting when buying a product. 认知收益消费者认为购买某产品能带来的收益。 100Test 下载频道开通，各类考试题目直接

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