



## Branding Harvard

By Nick Birch

GRIN Verlag Jun 2014, 2014. Taschenbuch. Book Condition: Neu. 211x151x6 mm. This item is printed on demand - Print on Demand Neuware - Research Paper from the year 2014 in the subject Design (Industry, Graphics, Fashion), grade: 1.15, Central Queensland University, course: Brand Image Design, language: English, comment: Grade has been converted from Australian (38/40) to German (1.15) , abstract: There are nearly 4,000 colleges and universities in the United States and almost all of these institutions have continued to attract enough students to remain operational year after year, according to Author and Marketing guru Roger Dooley (2013). That s about to change, and one of the key differences in who survives won t be the academic output of the faculty or the amenities available to students. It will be a factor seemingly unrelated to the schools mission: branding. (Dooley, 2013) Nurko (2010) says that branding is a vital tool for Universities to consider as they not only seek to attract the brightest students, but they also seek to attract and retain top academic faculty talent, become centres for research grants as well as attract investment funding and endowments to subsidize future growth . The days when Universities were simply...



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