

Brands & Branding release online brand case study tutorials for tertiary education

Brands & Branding has released online brand case study tutorials for tertiary education. It provides a unique source of credible, locally relevant, content-rich material, instructive and interesting for both undergraduate and postgraduate diploma level students. Over 20 tertiary institutions have joined the pilot project, which is expected to expand rapidly as it offers a wide selection of free tutorials, enabled by the support it already receives from sponsors and book sales.

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