Identifying Strategies for Branding in Iranian Construction Companies

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Abstract
The main objective of this study is to provide strategies for improving the value of building brands. The study in term of purpose is applied; in term of method of data collection is descriptive. Strategies through content analysis of interviews with contractors, building managers and experts rated the vice president of strategy and technique, using the Shannon entropy and also using the student t-test of the appropriate or inappropriate and the Friedman rank test each of them is tested. The results of the analysis of questionnaire data suggests that all of the strategies to promote brand value in good standing and highest on measures of perceived quality and loyalty strategies has the lowest rank.

Keywords: Branding, Construction Companies.

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