**What is a Brand?**

~ Defined as name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers

* At its core, a brand is a promise to consumers
* Brands are built by consumers, not companies. Ultimately, it’s the way consumers perceive a brand that defines it.
* consumers love and trust brands; they believe in the superiority of the experience so much, that even in a negative economy 60% are often or always willing to pay more for it.
* Many businesses combine their name with a special symbol (**logo**) or catch phrase (**slogan**)

Most Valuable Global Brands and Worth in Billions of Dollars:

1. Apple 104.3
2. Microsoft 56.7
3. Coca-Cola 54.9
4. IBM 50.7
5. Google 47.3
6. McDonald’s 39.4
7. General Electric 34.2
8. Intel 30.9
9. Samsung 29.5
10. Louis Vuitton 28.4

Most Valuable Canadian Brands and Worth in Billions of Dollars

1. TD Bank 9.7
2. Thomson Reuters 9.6
3. Royal Bank 7.9
4. Blackberry 6.5
5. Scotiabank 4
6. Tim Horton’s 3.4
7. Lululemon 3.2
8. Shopper’s Drug Mart 3.2
9. Bell 3
10. Rogers 3