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| **WHEN:** **Wednesday , July 15th**  **13:00 hours (Israel time)**  **“Branding and Brand Management”**  **(English)**  Lecturer – Yehuda Michael  Program Director, Entrepreneurship Development, MCTC    Many people assume that branding is just having some logo and name for a business. However branding is more than that. The lecture will discuss different elements of branding, branding strategies, how to build brand identity, reasons for re-branding and branding for nonprofit organizations.  Zoom link:  <https://us02web.zoom.us/meeting/register/tZcuf-Grpj0tGdcRPb8GpskZv6n7KMzRVreV>  Facebook link:  <https://www.facebook.com/goldameirmountcarmel/photos/a.242767262418732/3917338131628275/?type=3&theater> | C:\Users\meravmo\AppData\Local\Microsoft\Windows\INetCache\Content.Word\YEHUDA FACEBOOK.jpg |