Strong Brands

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Strong Brands

Businesses are making progress in the world at a great pace. Different businesses and organizations have developed various brands in order to advertise their products and make an image in the market. The concept of business is changing globally on a drastic level; as the economy is becoming mixed and intermingled, it is becoming more and more complex. It has given rise to a homogenization of products that is happening all over the world. Brands have become a superpower, they represent the respective product all over the world and act as a competitive edge (Stobart, 2016).

I have personally used and studied many brands that are famous globally and have made a mark all over the world. Some of them are really very successful and have proved their consistency time and again. Three of the most prominent brands are Amazon, Nike, and Visa. Although there are a number of other brands as well, which have made a mark in the past century, I feel that these brands have stayed most powerful not only in the past few years but the whole past century. The technological brands that have stood strong along with them are Google, Microsoft and Apple.

In addition to this, the internet has greatly assisted the companies or the brands that I have chosen. As almost everything is being run and assisted by the help of technology. These brands are also taking complete advantage of the advancements of technology. Nike and Visa have already been providing their products and services online, respectively while Amazon is a business that depends solely on the progress and evolution of the internet technology, as it is a website for e-business. Internet has also benefitted all these businesses in a very helpful manner as people do not have to visit any store physically and are available online 24/7 (Kim, & Johnson, 2016).

**References**

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