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A brand is an overall experience of a customer that distinguishes an organization or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising. Name brands are sometimes distinguished from generic or store brands.. The practice of branding is thought to have begun with the ancient Egyptians who were known to have engaged in livestock branding ...

### **Brand - Wikipedia**

History. In 1919, following the disruption of British Marmite imports after World War I and prior to the introduction of Vegemite, Callister's employer, the Australian company Fred Walker & Co., gave him the task of developing a spread from the used yeast being dumped by breweries. Callister had been hired by the chairman Fred Walker. Vegemite was registered as a trademark in Australia that ...

### **Vegemite - Wikipedia**

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