

Name:

Date:

Class:

Lesson 9.1

Build Your Vocabulary

As you progress through this text, develop a personal glossary of key terms. This will help you build your vocabulary and prepare you for a career. Write a definition for each of the following terms and add them to your personal glossary.

- brand

Definition:

- brand positioning

Definition:

- brand promise

Definition:

- branding

Definition:

- customer touch point

Definition:

- guarantee

Definition:

- logo

Definition:

- packaging

Definition:

- product life cycle

Definition:

- product line

Definition:

- product management

Definition:

- product planning

Definition:

- product positioning

Definition:

- prototype

Definition:

- tagline

Definition:

- Warranty

Definition: