



The engineering processes by which raw materials and components are turned into cars demands a related set of processes to bring the products to market

Research and Markets have announced the addition of the 'Car Brands in Europe - Market Analysis and Profiles' report to their offering.

([PRWEB](#)) January 25, 2004 --The engineering and manufacturing processes by which raw materials and components are turned into cars -- expensive, desirable consumer durables -- demands a related set of processes to bring the products to market. Amongst the most crucial of these is the establishment of an identity for the finished products -- the brand.

This report examines the current state of branding as an automotive industry marketing tool, examines major manufacturers' European market branding strategies in a series of profiles, and provides valuable pointers towards the future of automotive branding in an increasingly noisy and competitive marketplace.

For a complete index of this report click on <http://www.researchandmarkets.com/reports/42789>

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Contact Information

Laura Wood

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