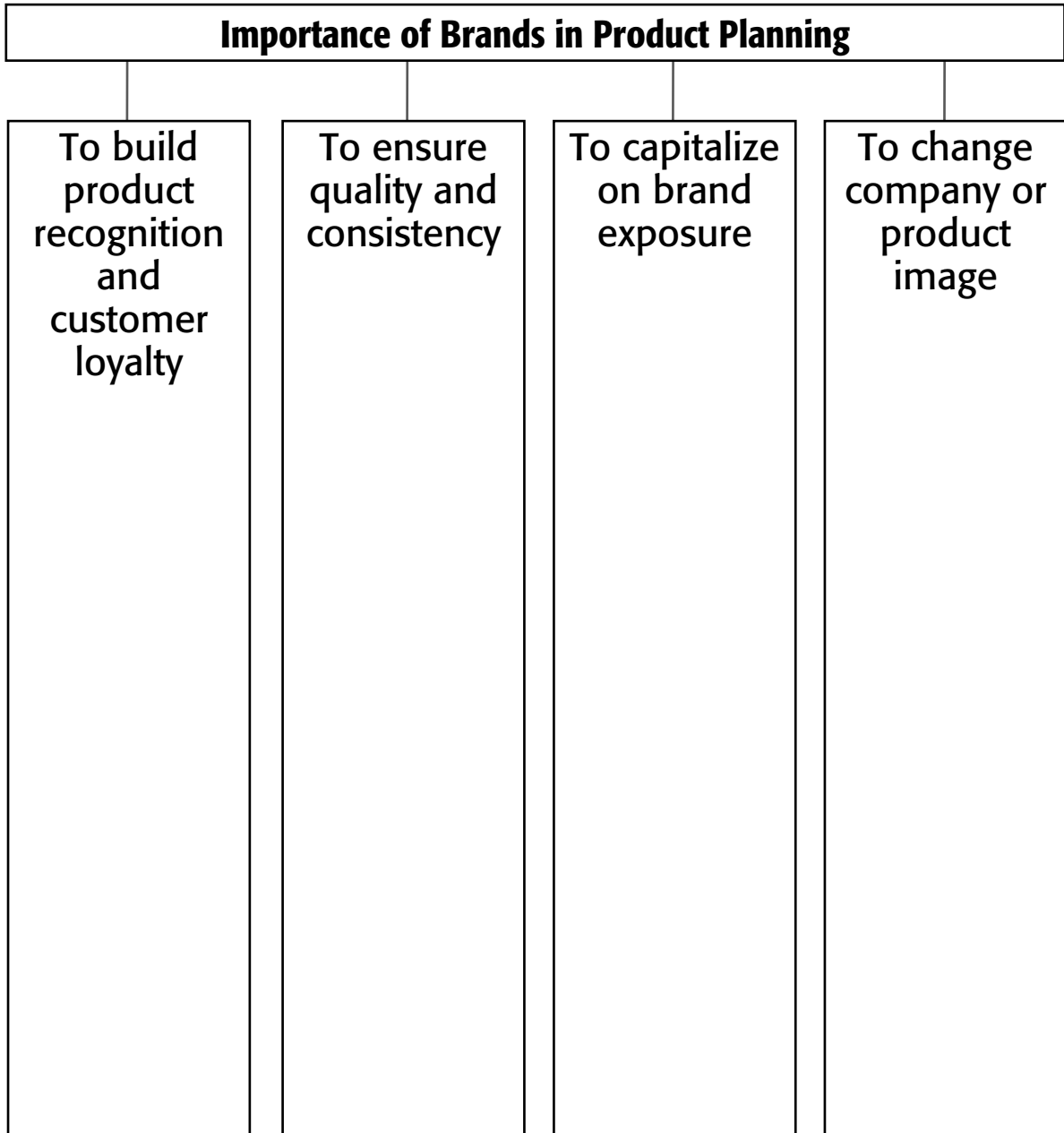


Chapter 31 Branding, Packaging, and Labeling

Importance of Brands in Product Planning

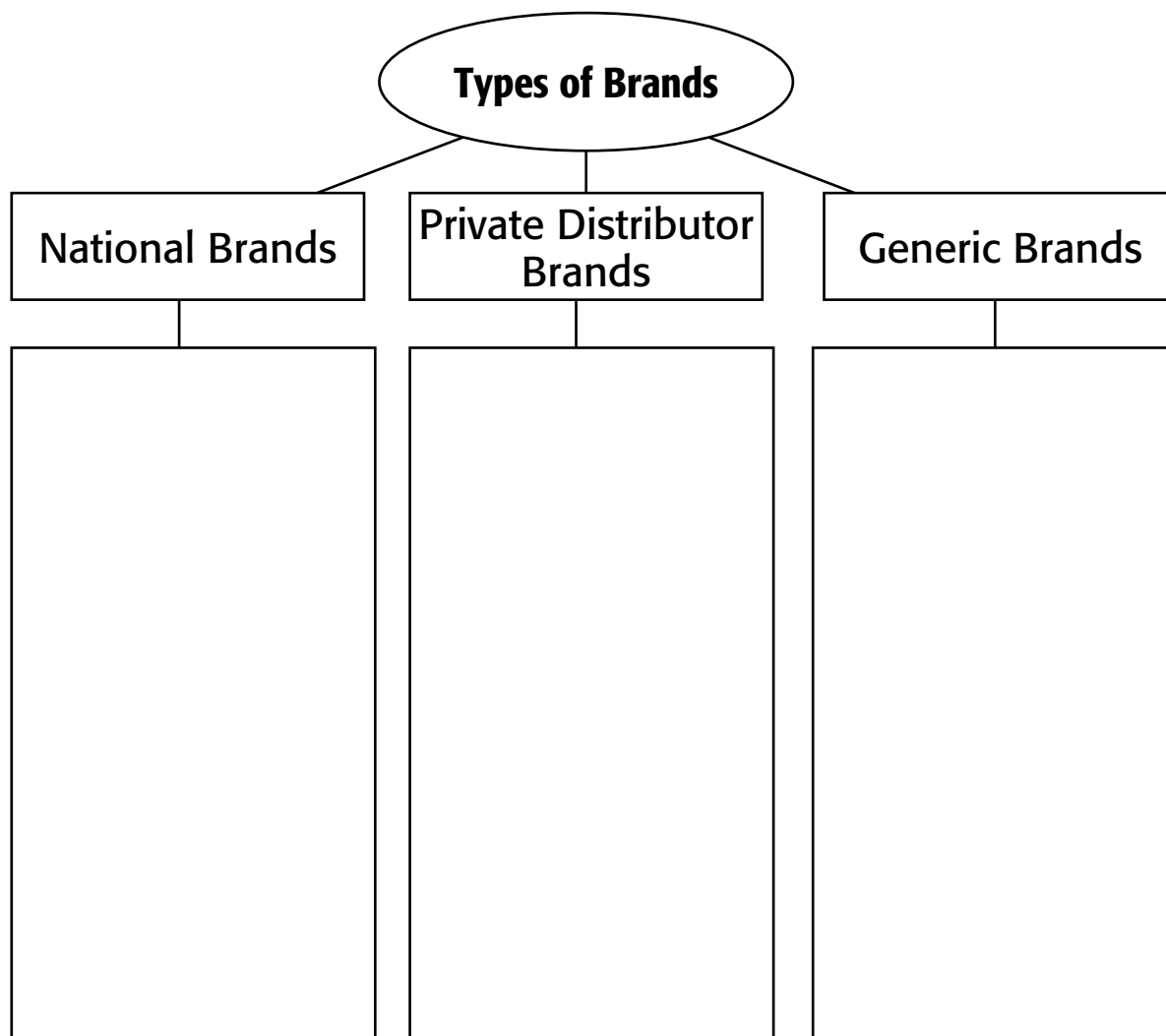
Directions Use this graphic organizer to list reasons the use of brands is important in product planning.



Chapter 31 Branding, Packaging, and Labeling

Types of Brands

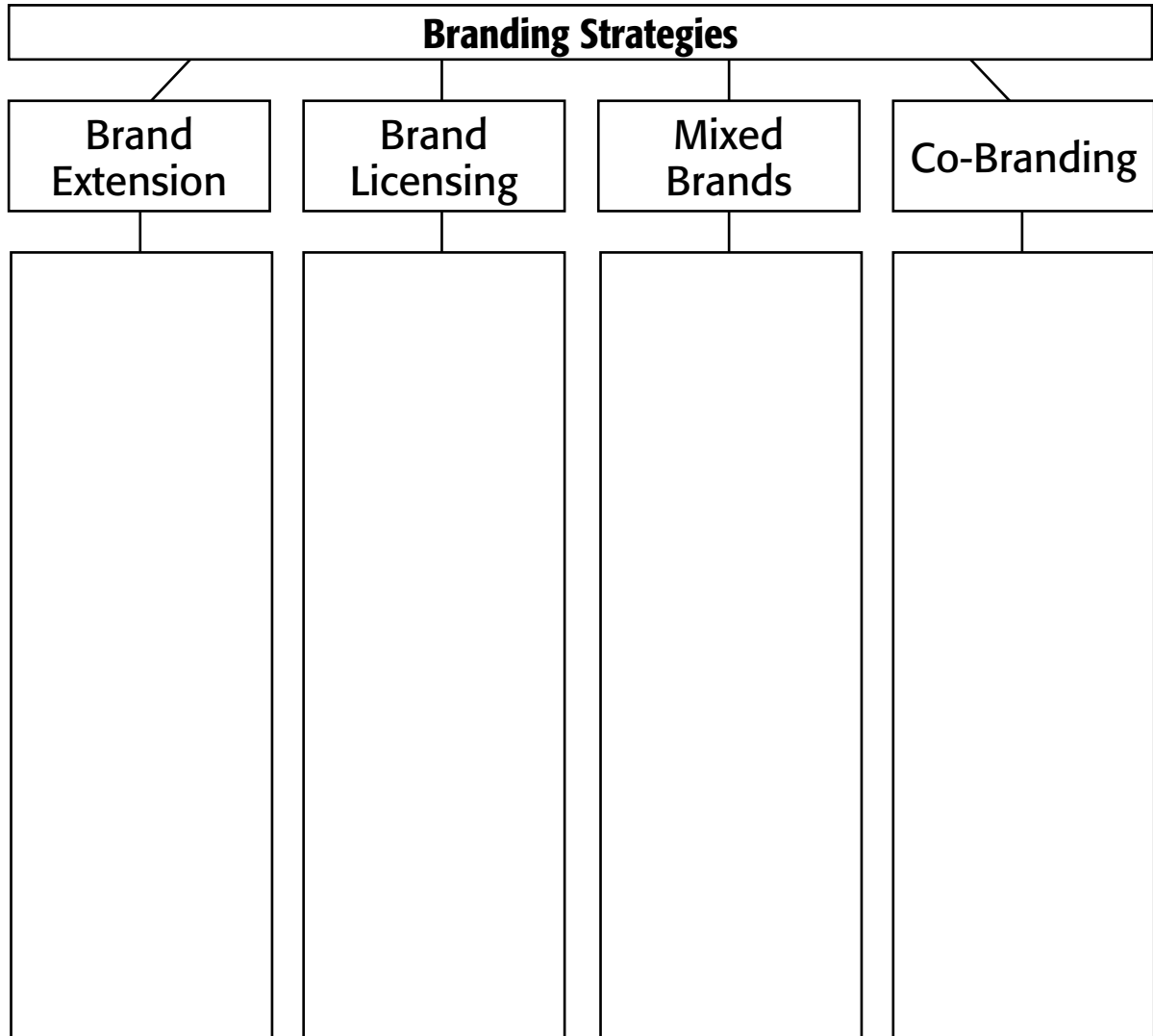
Directions Use this graphic organizer to provide details about each type of brand.



Chapter 31 Branding, Packaging, and Labeling

Branding Strategies

Directions Use this graphic organizer to provide details about each type of brand.

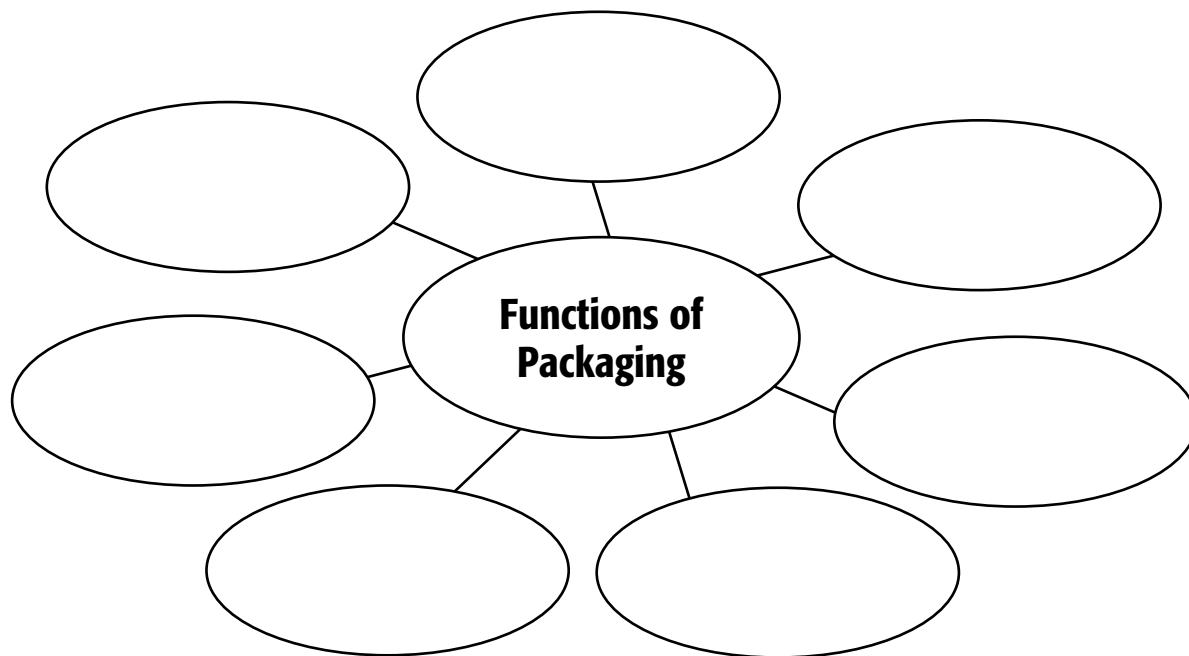


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Chapter 31 Branding, Packaging, and Labeling

Functions of Packaging

Directions Use this graphic organizer to review the functions of packaging.



Chapter 31 Branding, Packaging, and Labeling

Label Lawmakers

Directions Use this graphic organizer to list facts about the three agencies that make laws regarding U.S. product labels.

