

**Domeniu:** Științe ale Comunicării

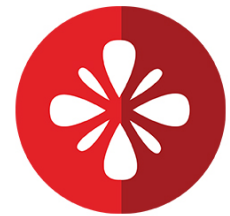
**Conducător de doctorat:** Conf. univ. dr. habil. Kádár Magor Elek

## **A. TOPICS**

1. Image analysis and image building
2. Reputation management
3. Place branding
4. Destination branding
5. Company branding
6. Institutional communication
7. Event management and branding
8. Personal branding
9. Sensorial branding
10. Strategical thinking and planning

## **B. BIBLIOGRAPHY**

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