

The bachelor thesis, called "Brand Building: The Explanation of the Term" examines the definitions and different opinions on the subject of Brand Building.

This bachelor thesis consists of two main parts.

The first part is theoretical, and it is focused on the description and explication of terms and categorizations, concerning the subject of brands and brand management and their roles in marketing and commercial communication. It is divided into chapters which deal with brand as a special term, with the position of brand in the subdivision of marketing and management, with the function of brand and with the elements of brands.

The second part is analytical, it applies the theoretical basis into standard practice. It shows the differences between opinions. The text analyzes and compares the aforementioned theory and tries to find out if there is a general consensus of opinions on the topic and to point out the differences.

The hypothesis presupposing that there exists a general consensus of opinions on Brand Building is false. The thesis comes to a conclusion that there is a conflict of views between expert authors both in particular and in paradigm.