

**"The Role of Brand Positioning in the Growth of Market Share"**



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With regards,  
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## **Abstract**

Brand positioning is a fundamental task in marketing. Regardless of the importance of the concept, yet, there is inadequate research in the field of positioning helpful to find how brand positioning alternatives affect market share and how positioning effectiveness can be best measured.

A theoretical framework is design upon four relevant dimensions to investigate brand positioning success in term of market share. (Favorability, Difference, Uniqueness, and Credibility).

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