Vocabulary

**Agents/brokers:** Intermediaries that do not take ownership of the goods they distribute.

**Brand image:** The overall perception of a brand.

**Brand name:** A brand that can be spoken.

**Brand:** A verbal and/or symbolic means of identifying a product.

**Brandmark:** A brand that cannot be spoken.

**Channel of distribution:** The system of relationships established to guide the movement of a product.

**Common carriers:** Transportation intermediaries available for hire to the general public.

**Contract carriers:** Transportation intermediaries that contract with individual shippers.

**Copyright:** The exclusive right of a creator to reproduce, publish, perform, display, or sell his or her own works.

**Design patent:** Registered protection for the appearance of a product and its inseparable parts.

**Direct channel:** A distribution system without intermediaries.

**Product mix:** The collection of a firm's total product lines.

**Sustainable competitive advantage:** A value-creating position that is likely to endure over time.

Source: