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Brand Strategy Managing of Mining Enterprises

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The research is aimed at improving approaches, methods, and tools for analyzing and developing a mining company brand strategy. An analysis of the main approaches to defining the concepts of “brand” and “trade mark” is given, their features and differences are highlighted, and the features of branding of mining enterprises are described. The modified approach to assessing the brand image of a mining company based on the Anholt identity hexagon is proposed. The profiles of the brand image of the Ukrainian mining enterprises obtained through an expertly evaluated procedure have been compiled. The model of brand strategy management of a mining enterprise is proposed, considering the specifics of this sector. The study was carried out on five largest mining companies in Ukraine. A survey was conducted of 80 experts. It has been determined that to assess the brand image of a mining company, characteristics of personnel, investments, product exports, corporate culture, technologies should be used. Brand image calculated using an integral taxonomic development indicator. Scientific and practical recommendations for the use of the brand strategy elements in the mining industry have been developed. The study limitations are determined by the mining industry specifics. Described approach can be applied with minor modifications to heavy industry and mechanical engineering.

Keywords – Brand image, brand strategy management, mining enterprise