**What is consumerism?** Write a definition based on a definition search but also include elements of your own understanding or ideas about this word.

**Consumerism**

**What does TNC stand for?**

**What is a TNC?**

**What is the overall aim of a TNC?**

**In what ways can a TNC achieve this?**

Brand Challenge!!! You must now close your laptops!

What is the differece between **Brand image** and **Brand identity**?. Attempt to define both to show the difference between them.