Back up VitalSource Bookshelf eBooks

Posted by Iris Yan on 5/4/2018 5:17:50 PM.

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In this article, I will discuss why do we need to back up the VitalSource eBooks and how to back up VitalSource eBooks?

Why Do We Need to Back up the VitalSource ebooks?

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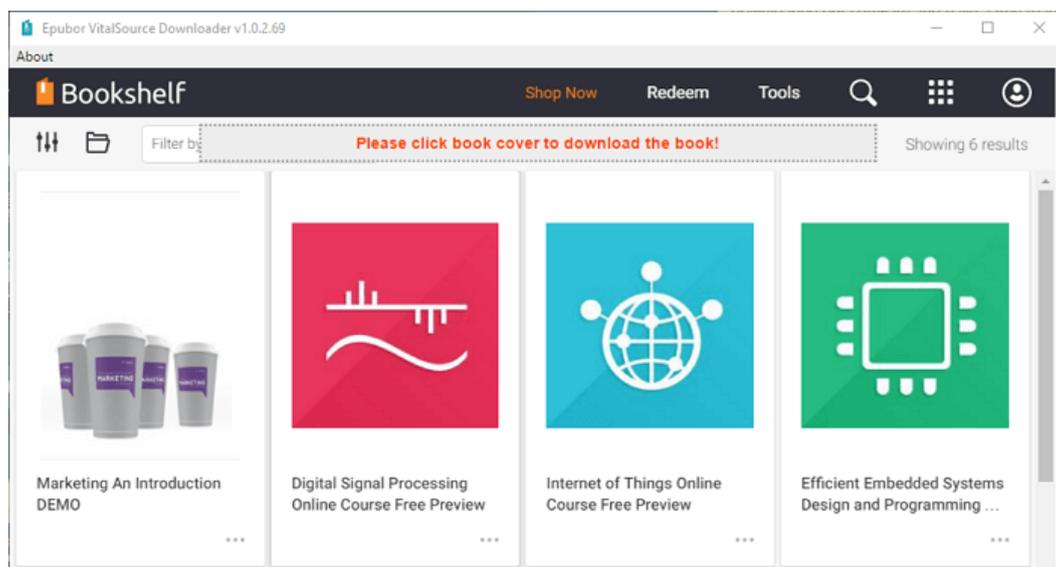
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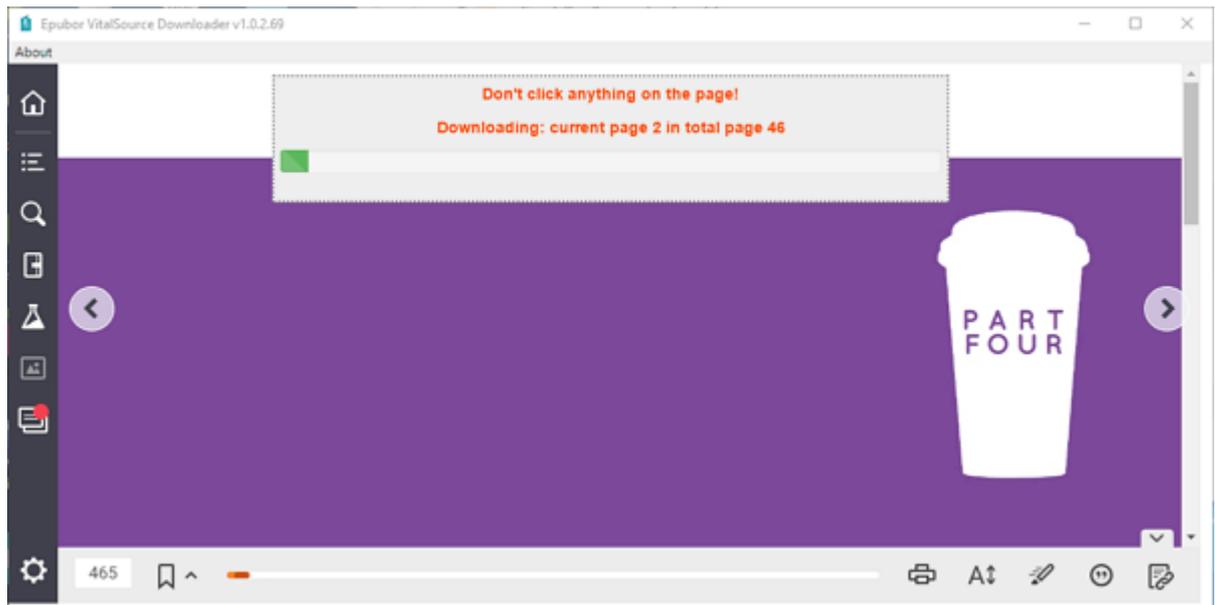**Step 1:** Install and launch Epubor VitalSource Downloader.

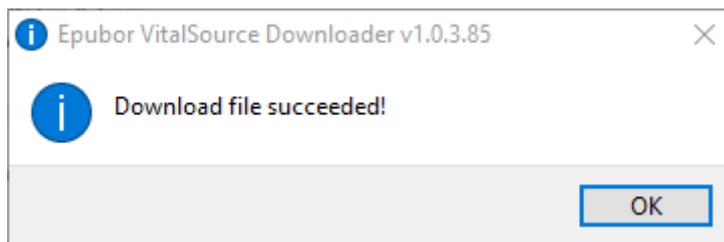## Download Epubor VitalSource Downloader for free:
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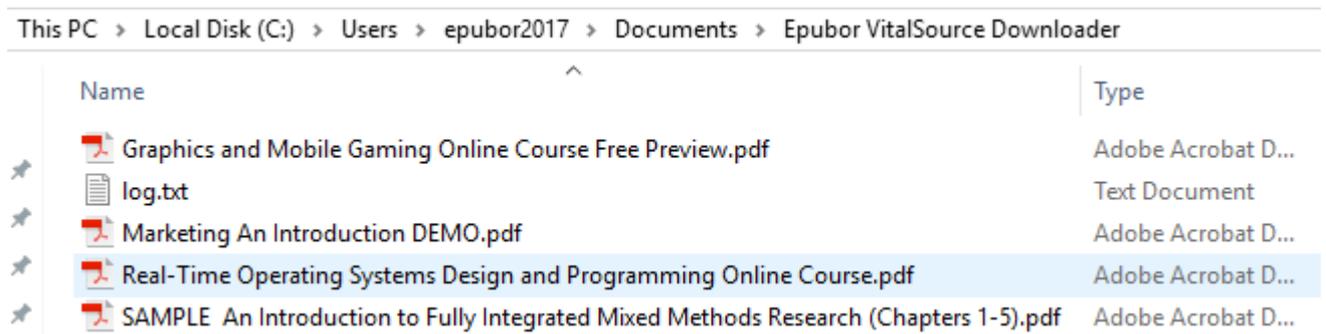

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Exhibit 11.10   Creating brand image

To sum up, the brand personality is put across through symbols known as the brand identity and these create, alongside other cues such as the advertising, a brand image in the minds of the target market.

BRAND EQUITY

brand equity
the (monetary)
value of a brand

A good brand image has a value. Branded goods usually carry higher prices than unbranded ones. Compare the prices of lesser-known brands of sportswear with those of Nike and Adidas. This value is known as **brand equity** and it is a difficult thing to calculate even though it is often one of the company's most valuable assets.

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