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Author: Pinto Santos, Fernando
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Abstract: The purpose of this article is to contribute to the understanding of how brands are a phenomenon endowed with signs and meanings. From the background of Peirce's process of representation a model is developed that characterises brands as a network with three semiotic dimensions. Signs of brands spread out in the markets and establish relations of dependence between different elements. Brands can be defined through the wholeness of these semiotic elements and their relations, resembling a molecule. Thus, it is proposed that brands can be regarded as tridimensional molecule-shaped networks of semiotic elements that evolve through continuous processes of representation. The implications of the model are discussed and the article ends with suggestions for future research.

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