

**TRANSPORTATION RESEARCH THESAURUS (TRT)
TERM REVIEW FORM v2.0**

Date 4-23-2010

Term Branding (Marketing)

Proposed by UCBTRIS ; MK merged CT-requested "Branding" with LCSH imported UF "Branding (Marketing)" on 3/18/10 from NU-contributed records. Original term requested by UCB-BTRIS. 12 (none) CT 09/04/2008 MKleiber

Citation(s)

Definition

Scope note (if needed)

Notational code Chb

Broader term Marketing (Ch)

Narrower term

Associative relationships

Related terms:

Cross-references:

USE/UF terms

Variant forms

Homographs

Usage/Warrant/Statistics (# of hits/search results for term in quotes, e.g., "automobile factories")

- Search term, variants, and/or synonyms identified if necessary
- Use a minimum of five sources
- Note currency of term usage

CATALOGS	TI	KW	SU	AB
NTL Digital Repository	0	39	0	1
VDOT OneSearch				
DOT HQ	2	2	0	-
FHWA	1	4	0	-
NUCAT (NUTL)				
TranWeb (NUTL)	9	51	6	-
NTIS				
TRIS Online	22	83	12	-
UMTRI	0	0	0	-
RiP				
VDOT		10		
WorldCat				
Google StateDOT				
Google Scholar				
Other thesauri, taxonomies, or schemes				
LCSH				
Taxonomy Warehouse				

Other/Comments:

Action Add Update Decline Remove Park

Type Preferred term Non-preferred term