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INTERNAL BRANDING: AWARENESS OF INTERNAL BRANDING AMONG EMPLOYEES IN SESB KOTA KINABALU

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CONTENT

LIST OF TABLES

CHAPTER 1

1.0   INTRODUCTION

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In this new modern era, the need to make changes into the whole system of an organization is crucial. It was because of the increased needs and demands of the society for fast and more efficient services. It was an effort to established more effective and efficient services to the customer until today. One of the efforts was through branding. Certainly, during the late 1990s and the early 2000s, branding emerged as a significant area of emphasis not only for companies and their products, but also for municipalities, universities, other non-profit organizations and even individuals. (Derrick Daye, 2006). Besides, when trying to build the company's brand, one clear focal point was the marketplace and another was the target consumer. An often overlooked (or under considered) was work force, and subsequently, everyone those people know which was the internal branding. (Heather Rast, 2010). Internal branding was undoubtedly one of the hot business stories of our day whereby the importance of and the need for internal branding has been discovered by the organizations quite recently. Plus, internal branding was regarded more and more as a cost-efficient way to motivate employees on the way to optimize sales and performance (WatsonWyatt.com, 2004).