

Research

- Research the companies below what brands do they own?
 - list 8 minimum
- Why do these companies have so many brands? Is this a good thing or bad thing for consumers? Write 6 sentences explaining your answer
- Coca-cola, Pepsico, general mills, kelloggs, mars, unilever, Johnson and Johnson, proctor and gamble, nestle, Kraft,
- Research the media companies below what brands (stations, channels, movie studios) do they control
- List 5 minimum
- Why do these companies have so many brands? Is this a good thing or bad thing for consumers? Write 6 sentences explaining your answer
- GE, News Corp, CBS, Disney, Viacom, Time Warner