

## **December 2019**

### **Brand Leaders - UK**

“There’s no stronger endorsement of a brand than a willingness to entrust it with your own or your family’s health. As such, it’s no surprise that perceptions of trust and quality are often guided by how a brand impacts upon the health and wellbeing of consumers. However, this is still ...

## **October 2019**

### **Brand Overview: Retail - UK**

“Big name retailers including eBay and Paperchase have sought to raise the profile of small local businesses, while at the same time creating a more community-focused image for themselves. This raises the question of whether there are significant opportunities to investigate the potential benefits of incubating start-ups, in much the ...