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Branding at the modern political market of Ukraine

There is an increasing demand of research branding as a political technology in Ukrainian scientific literature. The aim of the paper is to examine the functioning of political brands in the political market of Ukraine, especially during election campaigns. Branding of political parties and leaders of Ukraine considers on an example of the most popular political parties in the country. Such theoretical methods as: analysis, synthesis, generalization, systematization and classification form the basis of research of the paper. Works of modern scholars of political branding are analyzed and the main features of the functioning of political brand in Ukraine are defined on the basic of these methods. Accordingly, the symbols of political parties in Ukraine are considered as part of their brand and determined that efficiency of political parties brand is largely dependent on the image and popularity of their leaders in the political market of Ukraine.

Keywords: *efficiency of political brand, party symbols, political brand, political branding, political branding in Ukraine.*

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