

Vuma Reputation Management, Swiss-based Branding-Institute CMR AG enter into partnership

Vuma Reputation Management and the Swiss-based Branding-Institute CMR AG have entered into a partnership, which means that African companies are able to benefit from Vuma's access to best-practice knowledge from some of the world's most respected brand management practitioners in the fields of business, governance, research and education.

The Branding-Institute CMR AG has extensive experience in brand and reputation management, and consults multinational corporations and organizations on a broad range of disciplines, spanning the private and public sectors.

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