**Video Title:** The Pros & Cons of Brands for Buyers & Sellers

**Video URL:** <https://www.youtube.com/watch?v=dBGhcyLBmLQ>

**Run time/Source:** 7:57, Mark Wolters-Wolters World/YouTube - Copyright Mark Wolters **Closed caption available:** Yes

Branding can have a number of positive effects for companies selling products as well as for buyers. There are also some disadvantages that brands may want to look out for. Here we focus more on the positives of brands and what they do for buyers and sellers. Filmed in Santa Fe, NM.

Questions:

1. How does branding help consumers?
2. How does branding help sellers?