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**Branding as a Positioning Tool in International
Markets: A Systematic Literature Review.**

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DEDICATION

I dedicate this article to my father who, through his strength and humility, has taught me that despite the adversities and injustices of life, it doesn't matter how many times you fall or stumble along the way, as long as you have enough courage to be able to stand up again and face problems face to face. For teaching me that it doesn't matter if we live in a world full of bad and corrupt people, as long as we stay true to ourselves without corrupting our hearts. For staying by my side despite the physical pain it entailed for him.

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Resumen

La gestión de marca o *branding*, como herramienta en el plan estratégico empresarial, es un tema relativamente reciente. Este artículo se enfoca en analizar aspectos relacionados con la competitividad empresarial, innovación y el *branding*. En este trabajo se realizó una revisión sistemática de literatura aplicando PRISMA sobre 5 bases científicas: Scielo, Scopus, Emerald, Redalyc y DOAJ como fuentes principales para la recopilación de información. En este artículo se identifican las estrategias genéricas de *branding* a través del análisis textométrico realizado con Iramuteq, en el cual revela a “marca” como el término central de la investigación, con palabras relacionadas como mercado, consumidor y estrategia. A partir de esta búsqueda, se concluye que el branding puede convertirse en una herramienta estratégica fundamental para el posicionamiento de marca en los mercados internacionales, siempre y cuando se adapte de manera efectiva a las necesidades y características culturales de cada mercado.

Palabras clave: Branding, Gestión de Marca, Marketing Estratégico, Competitividad, Innovación.

Abstract

Brand management or branding, as a tool in the strategic plan of companies, is a relatively recent topic. This article focuses on analyzing aspects related to business competitiveness, innovation, and branding. A systematic literature review was conducted using the PRISMA method, considering the scientific databases of Scielo, Scopus, Emerald, Redalyc and DOAJ as main sources for information gathering. This article identifies generic branding strategies through textometric analysis conducted with Iramuteq, which reveals “brand” as the central term of the research, with related words such as market, consumer and strategy. It is concluded that branding can become a fundamental strategic tool for brand positioning in international markets, as long as it effectively adapts to the needs and cultural characteristics of each market.

Keywords: Branding, Brand Management, Strategic Marketing, Competitiveness, Innovation.