TITLE OF THE ARTICLE

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| ***Abstract:*** *(200 – 250 words), Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract, Abstract.*  ***Keywords:*** *(5 – 6 words), keywords, keywords, keywords, keywords, keywords, keywords*  **JEL Classification:** M15, M21 (http://www.aeaweb.org/jel/guide/jel.php) |

1. INTRODUCTION (PURPOSE OF ARTICLE)

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1. SCIENTIFIC AIM, METHODOLOGY/METHODS

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1. FINDINGS

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**Table 1** Models of the brand

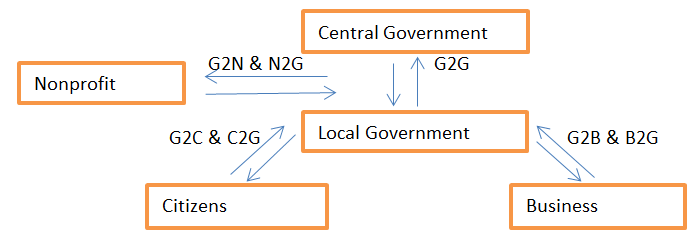
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| **AUTHORS** | **TANGIBLE AND VISUAL ELEMENTS** | **INTANGIBLE ELEMENTS** |
| *Aaker (1992)* | Symbols and slogans | Identity, corporate brand, integrated communications, customer relationships |
| *Biggar and Selame (1992)* | Name, trademark | Positioning, brand communications |
| *DMB & B (1993)* | Product delivery | User identification; opportunity to share a dream |
| *O’Malley (1991)* | Functional values | Social and personal values |
| *Young and Rubicam (1994)* | Differentiation | Relevance, esteem and familiarity |

Source: [[7](#_ENREF_7)]

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1. DISCUSSIONS

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**Figure 1** A broad schematic system for e-government models

Source: [4]

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1. CONCLUSION

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