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**BRANDING CULTURE AS A MEASURE OF SUSTAINABLE
ENTREPRENEURSHIP FOR
DEVELOPMENT IN AN EMERGING ECONOMY**

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Abstract

The paper identifies the need for the knowledge of brand building as a strategy for Sustainable Entrepreneurship in a developing economy. The study looks at different concepts of branding and their educational implications with respect to sustainable entrepreneurship development. The paper is of the view that entrepreneurship education should include the development of brand building skills. Such skills it emphasized are critical ingredients to be harnessed by employers of labour and business developers. The paper recommends that further researches should be conducted into branding culture, business and economic development.

Keyword: Branding Culture, Entrepreneurship Education, Sustainable Entrepreneurship, and Economic Development