

Zoo Mission as a Management Tool of Branding

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Abstract

Mission is concerned to be one of the main tools of the branding process in every company and/or other organizations. The aim of the article is to highlight the importance of zoo mission and to analyze its meaning in the scope of the branding process. Referring to scientific research and literature review the organization mission of zoological gardens plays crucial role in the context of brand creation and puts education as a main pillar of the organization activity.

Keywords: zoo mission, management, branding, education, CSR