
Brand evaluation —

**Part 1:
Principles and fundamentals**

Évaluation des marques —

Partie 1: Principes et fondamentaux

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Foreword

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This first edition of ISO 20671-1 cancels and replaces ISO 20671:2019, of which it constitutes a minor revision. The changes are as follows:

— The document has been renumbered as ISO 20671-1 as part of the ISO 20671 series.

A list of all parts in the ISO 20671 series can be found on the ISO website.

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