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From: Unit Komunikasi Korporat
Sent: Wednesday, May 16, 2018 3:49 PM
To: UUM - All Staff; UUM - All Students
Subject: SBM UUM Wins Elegant Award 'The BrandLaureate BESTBRANDS Award Signature Brand Tertiary Education'



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia

16 MAY 2018 / 30 SYAABAN 1439H

"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

By: School of Business Management (SBM)

SBM UUM WINS ELEGANT AWARD 'THE BRANDLAUREATE BESTBRANDS AWARD SIGNATURE BRAND TERTIARY EDUCATION'



UUM ONLINE: Kuala Lumpur - On the 3rd of May 2018, School of Business Management (SBM), got another high endorsement in a recent award ceremony and gala night 2017-2018 organized by the Asian Pacific Brands Foundation (APBF) at the Majestic Hotel.

The gala night, titled, "Institutionalise to Internationalise" was a globally recognized event that awards top brands in their various fields at individual and organizational levels as SBM-UUM was awarded with "The BrandLaureate BESTBRANDS Award Signature Brand Tertiary Education-School of Business Management".

The award marks another major milestone for UUM as the Best Brand in Tertiary in Education and SBM as a top signature brand in The Field of Management.

Given this new award, SBM-UUM now occupies a central and international pivotal point in the field of management as the award endorses UUM as a Tertiary Institution with high credibility that induces admiration and sparks qualities that others follow.

The APBF was founded in 2005 as a non-profit organisation dedicated to developing brands across all industries. The objective of this non-profit organisation is to highlight the power of branding as a visual, auditory and sensory experience which is vital to the success of any business and to give kudos to those organizations that have positively impacted the global community.

The recipients of the previous awards include top listed individual and Fortune 500 and Top Global Brands such as Mark Zuckerberg, Marshall Goldsmith, DHL, Coca-cola among others. Dr Khairul Ishak received the award on behalf of the Dean of School of Business Management.



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