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... managing brand equity has ... indicates that the p value was $< .05$... image is created or its ultimate impact on the brand's between brand equity and ...

Brand Management - Booz Allen Hamilton

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THE RELATIONSHIP BETWEEN BRAND EQUITY, PRODUCT ATTRIBUTES AND ...

http://www.journal.au.edu/journal_management/2005/jan05/jan05-article02-relationship.pdf

Managing Brand Equity. New York: The Free Press. Aaker, D. A., Stayman, D. M., & Hagerty, M. R. (1 986). Warmth in Advertising: Measurement, Impact, and

Managing brand equity with product line extensions and ...

http://smgpublish.bu.edu/ssrini/Mks_2010.doc

Title: Managing brand equity with product line extensions and contractions Author: Administrator Last modified by: utopia Created Date: 8/18/2010 1:39:00 PM

Brand Equity and Vertical Product Line Extent

<http://bear.warrington.ufl.edu/centers/MKS/articles/688105.pdf>

BRAND EQUITY AND VERTICAL PRODUCT LINE EXTENT Marketing Science/Vol. 17, No. 4, 1998 357 1. Introduction This paper addresses the question of how the vertical

Role of Integrated Marketing Communications (IMC) in the ...

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Discussion on IMC would remain incomplete without talking about brand. The goal of all IMC processes ... and Managing Customer-Based Brand Equity ... 05 -031299-975 ...

business.baylor.edu

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... Brand Audit 11/05 ... American Express: Managing a Financial Services Brand. What elements and characteristics comprised the equity in the American Express brand ...

Managing brands in multicultural environments

<http://www.disco.unisi.it/docs/ManagingBrands.doc>

Managing brands in multicultural environments. Dr. Fabrizio Maria Pini. Professor of Marketing. Department of Communication Science. University of Sienna

Brand Management

http://www.au.dk/fileadmin/www.au.dk/Brand_Management_2013.pdf

Brand Management Course Outline Teaching hours: 9-13 every day Date Obligatory Readings Suggested Readings 05.08
Brand Definition & Strategic Brand

Managing Brands: A Contemporary Perspective - Welcome to MHHE

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Laforet_9780077117481_pre.indd 8 12/11/09 15:20:05. ... This chapter shifts the focus from building brand equity to managing and sustaining brand equity

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