



The influence of brands and images on the financial performance - An empirical investigation of the EuroStoxx 50

By Christian Weiß

GRIN Verlag Feb 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Neuware - Diploma Thesis from the year 2007 in the subject Business economics - Banking, Stock Exchanges, Insurance, Accounting, grade: 2,3, University of Regensburg, 41 entries in the bibliography, language: English, abstract: There are many consultancies, for example, Interbrand, Brand Finance or Batten, Barton, Durstine & Osborn (BBDO) that create annual lists of companies ranked by their brand value. Over the years, these popular rankings have become more and more relevant to companies because they are of the opinion that they can thereby increase their degree of popularity. Therefore, an interesting question arises: Is there any connection between the company's brand value and its financial performance? The list of the one hundred most valued brands published by Interbrand, probably the most famous global branding consultancy of the world, has made its contribution to the increased popularity of brand value, not only in the United States but meanwhile also in Europe. If you peruse the best global brands 2006 list attentively, you will observe that nearly half of the companies, exactly 49%, are non-US companies, compared to only 37%...



READ ONLINE
[4.22 MB]

Reviews

Thorough guide for pdf enthusiasts. Better than never, though I am quite late in starting to read this one. It has been printed in a remarkably simple way which is only soon after I finished reading through this pdf by which really altered me, change the way I believe.

-- **Dr. Rowena Wiegand**

The ebook is easy to go through, easier to recognize. We have studied and I am certain that I will plan to read through once again in the future. I am quickly getting a pleasure of studying a composed publication.

-- **Prof. Adah Mertz Sr.**

Relevant PDFs



Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download a free scanned copy of the original...



The World is the Home of Love and Death

Metropolitan Books. Hardcover. Book Condition: New. 0805055134 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!! *...



Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America.

Createspace, United States, 2015. Paperback. Book Condition: New. 258 x 208 mm. Language: English . Brand New Book ***** Print on Demand *****.This isn t porn. Everyone always asks and some of our family thinks it is for sure.but its not....



I'll Take You There: A Novel

Harper Perennial. PAPERBACK. Book Condition: New. 0060501189 12+ Year Old paperback book-Never Read-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!!!! * I am a...



Ohio Court Rules 2013, Practice Procedure

Createspace, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****. Superseded by 2014 Edition. This title is available, but should be relied upon solely for purposes of historical reference...



Early National City CA Images of America

Arcadia Publishing. Paperback. Book Condition: New. Paperback. 128 pages. Dimensions: 9.1in. x 6.4in. x 0.4in.Below the surface of bustling National City lies the story of olive and citrus orchards, grand Victorian homes, great wealth, and the coming of the first railroad. Founded...