

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



Filesize: 2.1 MB

Reviews

Completely essential read publication. It is really basic but excitement in the fifty percent of the book. You will not really feel monotony at anytime of your respective time (that's what catalogues are for about in the event you ask me).

(Lexie Paucek PhD)

THE INFLUENCE OF BRANDS AND IMAGES ON THE FINANCIAL PERFORMANCE - AN EMPIRICAL INVESTIGATION OF THE EUROSTOXX 50



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% in the year 2001. 37 of the 100 companies are from Europe, with Nokia as the most valuable European brand ranked as number six. Moreover, nine companies are based in Germany, sorted by brand value: Mercedes, BMW, SAP, Siemens, Volkswagen, adidas, Audi, Porsche, and Nivea. Further evidence for the raised acceptance and attractiveness of intangible assets, brand value included, provides the fact that since the early 1980s the share of intangible assets of concerns has increased from an average of 40% in their brand value to over 80% by the end of the 1990s. As a result, only about 20%...



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



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

Other PDFs



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Read ePub »](#)



Programming in D

Ali Cehreliz 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Read ePub »](#)



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 (Paperback)

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...

[Read ePub »](#)



The Java Tutorial (3rd Edition)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book...

[Read ePub »](#)



That Recoil of Nature (Paperback)

Charivari Press, Canada, 2011. Paperback. Book Condition: New. 202 x 132 mm. Language: English . Brand New Book. In 1598 a young Italian noblewoman named Beatrice Cenci murdered her abusive, rapist father. Her actions found...

[Read ePub »](#)

**Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package**

Pearson, United States, 2015. Book. Book Condition: New. 10th. 250 x 189 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies

[Download Document »](#)

**I Learn, I Speak: Basic Skills for Preschool Learners of English and Chinese (Paperback)**

Paraxus International, Inc., United States, 2012. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Please go to // and shapes for some high resolution sample

[Download Document »](#)

**Three Bavarian Dances, Op.27a: Study Score (Paperback)**

Petrucci Library Press, United States, 2015. Paperback. Book Condition: New. 244 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.Elgar produced orchestral arrangements of three items (Nos.1, 3 and 6)

[Download Document »](#)

**Spectrum Reading for Theme and Details in Literature, Grade 4 (Paperback)**

Spectrum, United States, 2015. Paperback. Book Condition: New. 269 x 208 mm. Language: English . Brand New Book. Spectrum(R) Reading for Theme and Details in Literature teaches and reinforces the essential reading comprehension skills your

[Download Document »](#)

**Programming in D: Tutorial and Reference (Paperback)**

Ali Cehreli, 2015. Paperback. Book Condition: New. 254 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****.The main aim of this book is to teach D to readers who are

[Download Document »](#)