

Brand Asset Management Driving Profitable Growth Through Your Brands

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Brand Asset Management: Driving Profitable Growth Through Your Brands by Scott Davis Art Stellar Address correspondence to Arthur Stellar, President/CEO, High Scope Educational Research Foundation, 600 North River Street, Ypsilanti, MI 48198-2898.

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Brand Asset Management: Driving Profitable Growth through Your Brands. Beyza Alpan (Assistant Brand Manager, Procter & Gamble, Turkey) Journal of Consumer Marketing. ISSN: 0736-3761. Publication date: 1 November 2001. Abstract. Keywords. Brands; Growth; Assets management ...

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Brand Asset Management: Driving Profitable Growth through Your Brands. Michael K. Rich (Rich & Associates) Journal of Business & Industrial Marketing. ISSN: 0885-8624. Publication date: 1 February 2001. Abstract. Keywords. Brands; Product management; Brand loyalty; Brand valuation ...

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Driving Profitable Growth Through Your Brands BRAND ASSET MANAGEMENT THE SUMMARY IN BRIEF Brands are among a company's most valuable assets, and smart companies today realize that capitalizing on their brands is important. Doing so can help them achieve growth objectives more quickly and more profitably.

An Brand Asset Management

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99) _____ software provides a set of Web-based applications that automate and integrate project management, campaign management, budget management, asset management, brand management, customer relationship management, and knowledge management. A) Annual plan control B) Profitability control C) Efficiency control D) Strategic control

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