



# Markenwert: Neues Modell zur Geldwertberechnung (German Edition)

*E. Krug*

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Die GfK (Gesellschaft für Konsumforschung) hat gemeinsam mit der Universität Hamburg und der Unternehmensberatung Price Waterhouse Coopers ein neues Modell zur Geldwertberechnung einer Marke entwickelt. (3) , (4) , (5) Die Berechnung des Markenwerts wird immer wichtiger, da die Unternehmen zunehmend Rechenschaft darüber ablegen müssen, welchen Marktwert ihre Marke besitzt. (2) Der Markenwert (Brand Equity) gehört damit zum wichtigsten Kapital eines Unternehmens. (1) Ein unumstrittener Markenwert erweist sich nicht zuletzt für die Agenturen als aussagekräftiger Indikator für den Erfolg der Agenturarbeit. (3)

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Playing with family in the park, coming to see the water world or hanging out with buddies is thing that usually you will have done when you have spare time, in that case why you don't try thing that really opposite from that. Just one activity that make you not sense tired but still relaxing, trilling like on roller coaster you already been ride on and with addition associated with. Even you love Markenwert: Neues Modell zur Geldwertberechnung (German Edition), you could enjoy both. It is excellent combination right, you still desire to miss it? What kind of hangout type is it? Oh can happen its mind hangout people. What? Still don't understand it, oh come on its known as reading friends.

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