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Markenbewertung - European Brand Institute
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been compiled by auditing company and consulting firm PricewaterhouseCoopers (PwC) and Professor Henrik Sattler of the University Hamburg, GfK Marktforschung and Markenverband in 2006, brand equity's share of the entire corporate value rose from an average of 56 to 67 percent between 1999 and 2005.

Markenbewertung | SpringerLink

Zusammenfassung. Marken stellen fUr die meisten Unternehmen einen herausragenden Vermögensgegenstand dar. Laut einer Umfrage von Price Waterhouse Coopers/Sattler 1999 unter den 100 grÖÙten Deutschen Unternehmen sowie den Mitgliedern des Deutschen Markenverbands emf llt im Durchschnitt auf Marken mehr als 50% des Gesamtunternehmenswerts.

Cooperation - Konzept und Markt - markenbewertung.de

Our institute specializes in the development and implementation of individual market research concepts. Our core competence lies in the field of cause-and-effect as well as key-driver analyses for the core areas in marketing: Customer and Brand.

Markenbewertung - Der objektivierte Markenwert unter ...

Trotz der herausragenden Bedeutung von Marken fUr Unternehmen mangelt es bisher an einer konomisch

fundierten und zugleich nachprüfbareren Herangehensweise bei der Ermittlung des Markenwertes. Denise Pauly-Grundmann verleiht der kapitalwertorientierten Markenwertmessung eine Konkretisierung, indem [Markenbewertung | SpringerLink](#)

In den späten 1980er Jahren führte eine Welle von Geschäftsübernahmen zu erheblichen Goodwill-Beträgen in den Bilanzen. Damit stieg die wirtschaftliche Bedeutung des immateriellen Vermögens. Die

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Grundlagen und Forschungsstand der Markenbewertung

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