Brand Evaluator. Real company example: Abele Optik



Filesize: 7.01 MB

Reviews

I actually started out looking at this publication. It normally is not going to cost too much. I am just happy to let you know that this is basically the finest publication i have got read through within my very own life and may be he very best publication for possibly.

(Karelle Rippin)

BRAND EVALUATOR. REAL COMPANY EXAMPLE: ABELE OPTIK



GRIN Verlag Gmbh Aug 2014, 2014. Taschenbuch. Book Condition: Neu. 208x113x17 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, Catholic University Eichstätt-Ingolstadt (WFI Ingolstadt), course: Branding for Service Excellence, language: English, abstract: The following paper is going to evaluate the performance of the brand Abele Optik and will give some recommendations what steps it should take to improve the customer's experience and what it can do to bring it brand back on track. The aspect of the location and the interior design of the shops will not be evaluated. A competitive analysis, an examination of the positioning of the brand and strategic recommendations are given in the paper. Moreover marketing and branding tools as for example perceptual maps and the brand pyramid are applied to rebuild the brand. 16 pp. Englisch.



Read Brand Evaluator. Real company example: Abele Optik Online Download PDF Brand Evaluator. Real company example: Abele Optik

Relevant Books



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,...

Download Document »



Programming in D

Ali Cehreli Dez 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...

Download Document »



It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating...

Download Document »



You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the...

Download Document »



Dom's Dragon - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Dom's Dragon - Read it Yourself with Ladybird: Level 2, Mandy Ross, One day, Dom finds a little red egg and soon he is the owner...

Download Document »