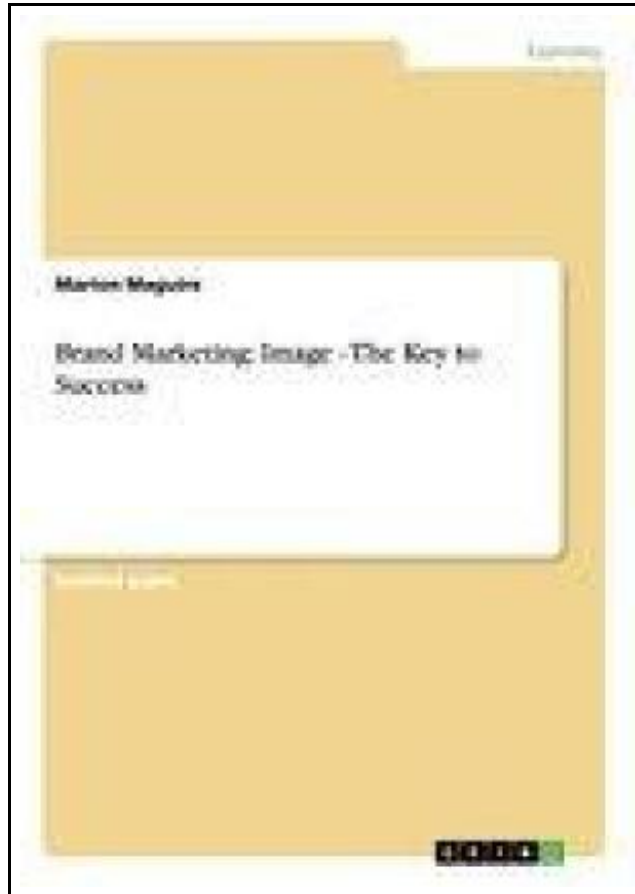


Brand Marketing: Image - The Key to Success



Filesize: 9.69 MB

Reviews

Extremely helpful for all type of folks. It generally is not going to expense a lot of. I found out this book from my dad and i advised this book to find out.

(Melany Goyette)

BRAND MARKETING: IMAGE - THE KEY TO SUCCESS



GRIN Verlag Jul 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2002 in the subject Business economics - General, Nürtingen University (FB BWL), course: Seminar, 12 entries in the bibliography, language: English, abstract: Image - the key to success. In fact, a positive image matters for a company to be successful and it is a good opportunity to get positive publicity. On the other side there are other things, which are important to be successful. There are management ratios like productivity, profitability, liquidity and many other ratios, which count in order to value a company numerically. In my following work, I will only refer to the image. Image is not only developed through advertising. The products should suit the corresponding brand and the selected advertising medium should support the brand and its image through its means of communication in order to create a total image of the company, the brand and the products. The brand and the image of a company represent the promise that products and services will perform to expectations. The identity-oriented marketing of a brand and its products contributes in addition to revalue a company identity through good image. In this connection, I will focus more closely on the importance of brand identity and brand marketing. Furthermore, I will base my report on Thermador, an American kitchen appliance manufacturer, where I conducted my internship, to clarify the important role of Image. Thermador's corporate office is located in Huntington Beach, California. All employees of hierarchy level and departments are located here. Since my internship experience was conducted with Thermador, it enabled me to develop a deeper insight into the company and the brand. Thermador was bought in 1998 on its good...



[Read Brand Marketing: Image - The Key to Success Online](#)



[Download PDF Brand Marketing: Image - The Key to Success](#)

Other eBooks



Leave It to Me (Ballantine Reader's Circle)

Ballantine Books. PAPERBACK. Book Condition: New. 0449003965 12+ Year Old paperback book-Never Read-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST...

[Download Book »](#)



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 Book »](#)



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 Book »](#)



My Best Bedtime Bible: With a Bedtime Prayer to Share

Lion Hudson Plc. Paperback. Book Condition: new. BRAND NEW, My Best Bedtime Bible: With a Bedtime Prayer to Share, Sophie Piper, Claudine Gevry, This heartwarming collection of ten Bible stories is ideal for reassuring and...

[Download Book »](#)



Joey Green's Rainy Day Magic: 1258 Fun, Simple Projects to Do with Kids Using Brand-name Products

Fair Winds Press, 2006. Paperback. Book Condition: New. Brand new books and maps available immediately from a reputable and well rated UK bookseller - not sent from the USA; despatched promptly and reliably worldwide by...

[Download Book »](#)



Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now

[Save ePub »](#)



Kingfisher Readers: Where Animals Live (Level 2: Beginning to Read Alone)

Pan Macmillan. Paperback. Book Condition: new. BRAND NEW, Kingfisher Readers: Where Animals Live (Level 2: Beginning to Read Alone), Brenda Stone, For the first time, Kingfisher brings its expertise in beautifully-designed, trusted non-fiction to the

[Save ePub »](#)



No Friends?: How to Make Friends Fast and Keep Them

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Do You Have NO Friends ? Are you tired of not having any

[Save ePub »](#)



Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values

Summer Fit Learning. Paperback. Book Condition: New. Paperback. 160 pages. Dimensions: 10.6in. x 8.3in. x 0.5in.Summer Fit Activity Books move summer learning beyond academics to also prepare children physically and socially for the grade ahead.

[Save ePub »](#)



Preventing Childhood Eating Problems : A Practical, Positive Approach to Raising Kids Free of Food and Weight Conflicts

Book Condition: Brand New. Book Condition: Brand New.

[Save ePub »](#)