



Building relationships with stakeholders in corporate branding

By Stefan Heini

GRIN Verlag Apr 2014, 2014. Taschenbuch. Condition: Neu. Neuware - Seminar paper from the year 2013 in the subject Business economics - Investment and Finance, grade: 2.3, University of Leicester (School of Management), course: Elective: Communications & Branding, language: English, abstract: 'A brand is more than a trademark. It is a trustmark. A brand is a covenant between the company and the consumer. A trusted brand is a genuine asset.' This quote is said to be from US brand consultant Larry Light that expresses two things: First, the intangible asset 'brand' is of (great) value and second, the value is defined by the bond the brand creates between the consumer and the company. Both parties - company and customer - profit as the brand creates customer loyalty and facilitates consumers' choice decision by reducing risk (Dall'Olmo Riley and de Chernatony 2000, p.140/141). A company's brand value is the advantages a brand provides, such as being able to charge a premium and/or the mentioned customer loyalty. This added value is called brand equity (Aaker 1996, p.68). We shall understand brands as Kapferer (1997, p.6) describe them: as a promise. 'A brand is an impression perceived in a client's mind [..]. It..



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