

Breadth: A count of the number of product lines offered by the firm

- Decrease Breadth: costly to maintain, weaken firm's reputation, address changing market conditions
- Increase Breadth: Capture new or evolving markets and increase sales → Brand Extension
- Brand Extension: refers to the use of the same brand name in a different product line

Depth: the number of products within a product line → increase = Line Extension

- Might increase depth to address changing consumer preferences or to preempt competitors & boost sales
- Might decrease depth to realign the firm's resources
- Line Extension: use of the same brand name within the same product line and represents a depth increase

Brand Dilution: occurs when the brand extension adversely affects consumer perceptions about the attributes the core brand is believed to hold

- Cheetos lip balm, lifesavers soda, colgate kitchen entrees

Brand Licensing: a contractual arrangement between firms whereby one firm allows another to use its brand name, logo, symbols, and/or characters in exchange for a negotiated fee

- Common for toys, apparel, accessories and entertainment products → video games

Co-Branding: the practice of marketing two or more brands together on the same package, promotion or store

- Can enhance consumers' perceptions of product quality
- YUM brands combines two or more of its restaurant chains into the same area to appeal to diverse markets
- Can create risk when the customers of each brand are SUPER different

Brand Repositioning (rebranding): a strategy in which marketers change a brand's focus to target new markets or realign the brand's core emphasis with changing market preferences

- Sometimes costly and risky
- Can improve the brand's fit with its target segment

Packaging:

Primary Package: the one the consumer uses, such as the toothpaste tube

- Consumers typically seek convenience in terms of (storage, use & consumption)

Secondary Package: the wrapper or exterior carton that contains the primary package and provides the UPC label

- Can use to find additional information that may not be available on the primary package
- Add consumer value by facilitating the convenience of carrying, using and storing the product

Contributions to the Marketing Effort

- Adds value
- Visual statement
- Advertising Link
- Promotional Reminder
- Brand Reminder

Mk Study Guide

Jack Harvey, Ernie Jowsey



Mk Study Guide:

Current Catalog National Library of Medicine (U.S.),1979 First multi year cumulation covers six years 1965 70 **SCM Studyguide: Biblical Hermeneutics** David Holgate,Rachel Starr,2019-09-30 The SCM Studyguide Biblical Hermeneutics offers entry level undergraduates a framework for interpreting the Bible The book goes beyond offering guidance on how to do exegesis and is intended as a practical tool to help readers develop good interpretative strategies for themselves As such it features pedagogical tools such as Try it Out boxes to assist students to develop a tested and thought through overall interpretative strategy of their own This fully updated 2nd edition takes into account the changing church and world context and the new challenges this context brings as students seek to read the Bible with attentiveness integrity and faithfulness Table of contents Acknowledgements Introduction 1 Where Do We Want to Go 2 Past Experience and Present Expectations 3 Tools for Exegesis 4 Our Reality 5 Committed Readings 6 Enabling Dialogue with the Text 7 Our Goal Life Affirming Interpretations Summary of the Interpretative Process References and Further Reading Index of Biblical References Index of Names Index of Subjects **Urban Land Economics** Jack Harvey,Ernie Jowsey,2019-11-23 The sixth edition of Urban Land Economics full update to the popular and well established text examining economics as applied to property It clearly shows how economic analysis can be applied to economic problems associated with land and explores ways in which the allocation of land resources can be improved Urban Land Economics is an excellent course companion for courses in land and property economics This edition has added features including chapter summaries and questions to make it the ideal course companion

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Complete Conditioning for Tennis, 2E United States Tennis Association, Kovacs, Mark, Roetert, E. Paul, Ellenbecker, Todd, 2016-06-28 Increase shot power and on court speed and agility with the most comprehensive tennis conditioning resource available Combining 204 drills and exercises with online access to 56 video demonstrations the only strength and conditioning resource endorsed by the USTA will help you outlast the competition

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Emergency Medicine MCQs - E-Book Waruna De Alwis, Yolande Weiner, 2012-09-20 An invaluable self assessment tool for emergency medicine trainees in Australasia Emergency Medicine MCQs is an essential resource for Australasia s emergency medicine trainees A practical self assessment tool the book assists trainees as they expand and refine their knowledge of emergency medicine and will ultimately help them pass the Australasian Emergency Medicine Fellowship examination FACEM The multiple choice questions in Emergency Medicine MCQs cover both the core and non core areas in the Australasian Emergency Medicine

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feature selection The book presents practical simulation results and different illustrations in different chapters for easy understanding of concepts and approaches The types of contributions in the book are as follows original research survey and theoretical insight that describe advancement in the adoption of technique for resolving the broad range of challenges Researchers undergraduates postgraduates and industry experts will find the book as a valuable resource that bridges theory and practice

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