

Gabriela Salinas

The International Brand Valuation Manual

A complete overview and analysis
of brand valuation techniques,
methodologies and applications



International Brand Valuation Manual

Brian McGurk



International Brand Valuation Manual:

The International Brand Valuation Manual Gabriela Salinas, 2011-11-22 The International Brand Valuation Manual is a detailed and extensive review of the main brand valuation models. The book reveals the state of the art in the field of brand valuation and coherently relates major trends in the theory and practice of brand valuation. This one stop source is for valuation professionals as well as financial and marketing specialists who need to have an understanding of the principal valuation methods. Salinas also analyses the respective efficacy, advantages, disadvantages and prospects for the future for each method. The book Provides a thorough overview of all the tools available for the brand valuation practitioner. Offers an informed view on which methodologies are most suitable for different types of applications and explains why. Acts as an all in one source of reference for specialists who advise clients on which methodology to employ or who are considering adopting one themselves. Features case studies and examples from Guinness PwC Rolls Royce Santander Shell Telefonica Unilever BMW Hanson Trust Cadbury Schweppes Kellogg Coco Cola Mercedes Rolex among others. Gabriella Salinas is the Global Brand Manager at Deloitte Touche Tohmatsu Madrid Spain.

The International Brand Valuation Manual Gabriela Salinas, 2009-09-15 The International Brand Valuation Manual is a detailed and extensive review of the main brand valuation models. The book reveals the state of the art in the field of brand valuation and coherently relates major trends in the theory and practice of brand valuation. This one stop source is for valuation professionals as well as financial and marketing specialists who need to have an understanding of the principal valuation methods. Salinas also analyses the respective efficacy, advantages, disadvantages and prospects for the future for each method. The book Provides a thorough overview of all the tools available for the brand valuation practitioner. Offers an informed view on which methodologies are most suitable for different types of applications and explains why. Acts as an all in one source of reference for specialists who advise clients on which methodology to employ or who are considering adopting one themselves. Features case studies and examples from Guinness PwC Rolls Royce Santander Shell Telefonica Unilever BMW Hanson Trust Cadbury Schweppes Kellogg Coco Cola Mercedes Rolex among others. Gabriella Salinas is the Global Brand Manager at Deloitte Touche Tohmatsu Madrid Spain.

Create the Perfect Brand Paul Hitchens, Julia Hitchens, 2010-08-27 Do you see branding as the key to the success of your business but aren't sure where to start? This book written by enthusiastic experts will help you to maximise your brand even in a downturn. All aspects of branding are covered including brand creation and protection. Fascinating case studies of famous brands including the disaster stories nail their advice in the real world. All aspects of branding are covered including what is a brand and why it is heart, soul and core of a business. Brands in a recession including the success stories. Methods to value a brand. Brand focus. Brand creation and structure. Brand audience and brand vision. Importance of creativity. Brand implementation. Personal branding. Brand protection. Trademark. Intellectual property. Brand delivery. Throughout the book the authors include their own extensive experiences and guidance. A multitude of fascinating case studies include Harley

Davidson IKEA Aldi Lego Cadbury and the Apple iPod plus the disaster stories such as Woolworths and MFI are given throughout the book to nail the advice given in the real world Even examples of branding behaviour such as Susan Boyle banks and MPS are analysed NOT GOT MUCH TIME One five and ten minute introductions to key principles to get you started AUTHOR INSIGHTS Lots of instant help with common problems and quick tips for success based on the author s many years of experience TEST YOURSELF Tests in the book and online to keep track of your progress EXTEND YOUR KNOWLEDGE Extra online articles at www.teachyourself.com to give you a richer understanding of computing FIVE THINGS TO REMEMBER Quick refreshers to help you remember the key facts TRY THIS Innovative exercises illustrate what you ve learnt and how to use it

Technology Brands in the Digital Economy Wioleta Kucharska, Ewa Lechman, 2023-03-10 This edited volume provides deep insight into theoretical and empirical evidence on how digital technologies and high tech brands are interrelated It traces the mutual links between these two phenomena identifies the multidimensionality of interdependencies and shows the reader how and why new technologies are the driving factors of creation and global dissemination of high tech brands In this context it also refers to various types of economic and social networks that on the one hand are the products of digital technologies while on the other enforce global visibility of high tech brands The book contributes to the present state of knowledge offering the reader broad evidence on how digital technologies impact the process of high tech brands nascence and how their growing role and global exposure influence networked economies and societies It sets out to deliver a bridge between brand management and economical approaches to understanding how digital technologies and high tech brands are interrelated This multidisciplinary approach creates a complex compilation of different views and perspectives that sheds new light on the high tech brands phenomena of being an input and output of technology driven economies *Technology Brands in the Digital Economy* is written for scholars and researchers from a wide variety of disciplines but especially for those addressing issues of brands and economic development and growth social development and the role of technological progress in broadly defined socio economic progress It will also be an invaluable source of knowledge for graduate and postgraduate students in a variety of areas such as economic and social development information and technology worldwide studies social policy and comparative economics

Stand Out!! Brian McGurk, 2021-11-04 *Stand Out* uncovers the secrets of brand success and explores less travelled paths in the world of branding This book uncovers the secrets of brand success introduces Generation B today s generation of brand natives challenges current paradigms reveals the roots and rationale of financial brand valuation presents a range of popular valuation methods and approaches explains the conditions for brand value growth The forces that challenge brand strategy planning today are discussed in the context of our new world order of diversifying media platforms and integrated synchronized personalized communication In light of this *Stand Out* makes the case for ongoing brand stewardship in the life of an organization and concludes with a focus on brand leadership and the key principles truths and challenges that influence

brand success This book is a key reference text for anyone interested in brand development leadership innovation and sustainable business growth Reader understanding is enhanced by supporting tables illustrative charts case examples expert tips real life experiences pull out quotes word wizard brand glossaries Stand Out is an invaluable resource for the business masses for any business owner executive student or branding practitioner seeking to be apprised of the latest learnings insights and innovations in professional brand thinking and practice **EBOOK: Managing Brands** LAFORET, SYLVIE, 2009-12-16 EBOOK Managing Brands [The Routledge Companion to Contemporary Brand Management](#) Francesca Dall'Olmo Riley, Jaywant Singh, Charles Blankson, 2016-07-15 The amount and range of brand related literature published in the last fifty years can be overwhelming for brand scholars This Companion provides a uniquely comprehensive overview of contemporary issues in brand management research and the challenges faced by brands and their managers Original contributions from an international range of established and emerging scholars from Europe US Asia and Africa provide a diverse range of insights on different areas of branding reflecting the state of the art and insights into future challenges Designed to provide not only a comprehensive overview but also to stimulate new insights this will be an essential resource for researchers educators and advanced students in branding and brand management consumer behaviour marketing and advertising *Marketing* Paul Baines, Sara Rosengren, Paolo Antonetti, 2022 How does Google support organizations in their transformation to digital marketing How does the International Food Waste Coalition influence more sustainable behaviour How did a producer of Thai herbal toothpaste amend their marketing mix to maintain sales during COVID 19 With insights from leading practitioners and exploration of the latest issues to affect consumers and businesses alike Marketing answers these questions and more to provide students with the skills they need to successfully engage with marketing across all areas of society Founded on rigorous research this critical text presents a current complete guide to marketing success and explores topical issues such as sustainability and digital transformation Its broadest ever range of examples Practitioner Insights and Market Insights also give readers a unique view into the fascinating worlds of marketing professionals Individuals from Arch Creative Klarna eDreams Odigeo and Watson Farley and Williams are just a few of the practitioners that join the authors to offer real life insights and career advice to those starting out in the industry Review and discussion questions conclude each chapter prompting readers to examine the themes discussed in more detail and encouraging them to engage critically with the theory New critical thinking questions also accompany the links to seminal papers throughout each chapter presenting the opportunity for students to take their learning further An exciting development for this new edition the enhanced e book offers an even more flexible and engaging way to learn It features a select range of embedded digital resources designed to stimulate assess and consolidate learning including practitioner videos to offer further glimpses into the professional world multiple choice questions after each key section of the chapter to offer regular revision and understanding checkpoints and a flashcard glossary at the end of each chapter to test retention of

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Sustainable Branding Pantea Foroudi, Maria Palazzo, 2021-01-28 A sustainable brand should integrate environmental social economic and issues into its business operations Sustainable Branding considers how broader perspectives on sustainability and corporate social responsibility can be applied to the practicalities of brand management By addressing a range of perspectives and their application to branding the authors go beyond sustainable branding to question the role brands play in a wider sustainable society Structured around three core parts People Planet and Prosperity contributions from experts in the field consider the human dimensions of environmental change identity and reputation technology and innovation waste management public and brand engagement environmental ecosystems and the circular economy Combining theoretical insight and empirical research with practical application each chapter includes real life international cases and reflective questions to allow discussion best practice examples and actionable suggestions on how to implement sustainable branding activities This book is perfect for academics postgraduate and final year undergraduate students in sustainable branding sustainable business corporate social responsibility brand management and communications It provides a comprehensive treatment of the nature of relationships between environmental economic social companies brands and stakeholders in different areas and regions of the world

Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2018-10-05 The world of brands is undergoing a sea change in the domain of consumer culture and it has become a challenge to cater to the taste and needs of audiences The process of creating iconic brands varies from product to product and market to market Effective branding strategies are imperative for success in a competitive marketplace Brand Culture and Identity Concepts Methodologies Tools and Applications is a vital reference source for the latest research findings on the use of theoretical and applied frameworks of brand awareness and culture Highlighting a range of topics such as consumer behavior advertising and emotional branding this multi volume book is ideally designed for business executives marketing professionals business managers academicians and researchers actively involved in the marketing industry

Whispering the Secrets of Language: An Emotional Journey through **International Brand Valuation Manual**

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