

Markenlizenzwert:



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MARKENLIZENZWERT:

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Cuvillier Verlag Sep 2006, 2006. Taschenbuch. Condition: Neu. Neuware - Die Markenlizenzierung erfreut sich in der Praxis einer breiten Anwendung. Im Rahmen der Markenforschung widmen sich ihr jedoch bisher eher wenige eigenständige wissenschaftliche Beiträge. Die vorliegende Arbeit zum Markenlizenzwert und zu markenlizenzspezifischen Rückwirkungen schließt bestehende Forschungslücken und erweitert die theoretische und empirische Markenforschung um zwei neue Themenfelder. Der Praxis präsentiert die Arbeit vielfältige Gestaltungshinweise und Ideen zur Entwicklung eigener Ansätze zur Betrachtung des Markenlizenzwertes und zur Berücksichtigung von markenlizenzspezifischen Rückwirkungen. In Bezug auf den Markenlizenzwert zeigt der Autor auf verschiedenen Detailebenen, was unter dem Markenlizenzwert zu verstehen ist, wie dieser entsteht und welche Einflussfaktoren auf ihn wirken. Zudem werden die Anwendungsmöglichkeiten einer Markenlizenzwertbetrachtung in Forschung und Praxis diskutiert. Hinsichtlich des zweiten thematischen Schwerpunktes verdeutlicht die Arbeit, was unter markenlizenzspezifischen Rückwirkungen zu verstehen ist. Diese Rückwirkungen werden im Hinblick auf die Aspekte Ansatzpunkte, Richtung, Stärke, Ursachen und Einflussfaktoren näher betrachtet. Im Rahmen einer empirischen Untersuchung werden die markenlizenzspezifischen Rückwirkungen zudem sowohl im allgemeinen Sinne als auch anhand von konkreten Lizenzmarken und Lizenzprodukten untersucht. Abstract Even though brand licensing arrangements are used more and more extensively brand licensing remains under-researched in marketing literature. This book about the value and the effects of brand licensing extends both the theoretical and empirical research in the field of branding. For practice this contribution presents versatile ideas to design approaches to consider the brand licensing value and brand licensing specific effects. The author defines the brand licensing value. He shows how this value emerges and by which influencing factors the brand licensing value is affected. Furthermore potential applications in research and practice are discussed. Regarding the second focus the contribution defines brand licensing specific effects. The potential effect both on the licensed brand and the brand licensing product is shown. The direction, the strength, causes and...

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