



## Brand Portfolio Management. Basic principles and recent trends

By Frank Piotraschke

GRIN Verlag Jan 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x4 mm. Neuware - Diploma Thesis from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, Aachen University of Applied Sciences, 65 entries in the bibliography, language: English, abstract: This paper argues that brand portfolio management is an inevitable discipline in marketing and has to be applied in the business practice. It presents the current literature about this topic, beginning with the general branding theories, covering basics and first approaches to brand portfolio management, and also takes the international focus on brand portfolio management. It shows a case-study of the fast moving consumer goods producer Unilever. Its Path to Growth strategy, where Unilever went through the biggest restructuring efforts in its history, is presented and analysed. The Unilever Path to Growth strategy, was a five year restructuring plan launched in 1999, in which Unilever sold and disinvested many established and smaller brands, cut substantial amounts of costs, laid off thousands of employees and restructured their brand portfolio considerably. The weaknesses and the benefits of Path to Growth are shown, and also brand portfolio management in general is described in this context....

[DOWNLOAD](#)



[READ ONLINE](#)  
[ 3.83 MB ]

### Reviews

*This is actually the finest publication i actually have study right up until now. We have study and so i am confident that i am going to planning to go through again again in the foreseeable future. I am just effortlessly will get a delight of studying a published book.*

-- Lori Bernier

*It is fantastic and great. It usually will not charge an excessive amount of. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

-- Modesto Mante

## Other eBooks

---



### Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG, Eignungstest für das Medizinstudium, Adult Attachment Interview,...



### Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers who are new to computer programming. Although...



### Dont Be Bully!

Full Circle, New Delhi, India. Softcover. Book Condition: New. Brave little Kamya protects Tia from the school bully Josh and proves to be a true friend. Don't be a bully, is a story to inspire young minds to fight bullying without fear. Mr. Licks...



### Have You Locked the Castle Gate?

Addison-Wesley Professional. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Is your computer safe Could an intruder sneak in and steal your information, or plant a virus Have...



### Adobe Indesign CS/Cs2 Breakthroughs

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and users are hungry for breakthrough solutions to...



### The Java Tutorial (3rd Edition)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book stands above the rest because it has..."