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Markenwert: Neues Modell zur Geldwertberechnung (German Edition)

E. Krug

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Die GfK (Gesellschaft für Konsumforschung) hat gemeinsam mit der Universität Hamburg und der Unternehmensberatung Price Waterhouse Coopers ein neues Modell zur Geldwertberechnung einer Marke entwickelt. (3) , (4) , (5) Die Berechnung des Markenwerts wird immer wichtiger, da die Unternehmen zunehmend Rechenschaft darüber ablegen müssen, welchen Marktwert ihre Marke besitzt. (2) Der Markenwert (Brand Equity) gehört damit zum wichtigsten Kapital eines Unternehmens. (1) Ein unumstrittener Markenwert erweist sich nicht zuletzt für die Agenturen als aussagekräftiger Indikator für den Erfolg der Agenturarbeit. (3)

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