





SGS	SGS	Packaging systems	
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SIG	CombiBlock	Packaging systems	
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Innovative Components			
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3M	Vikuiti	Enhancement films and projection components	
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	Scotchlite	Reflective material	
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	Scotchguard	Paint protection	
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	Filtrete	Water filtration system	
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	Thinsulate	Insulation	
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	Twaron	Para-aramid fiber	
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Truma Gerätetechnik	Truma	Power supply/heating for recreational vehicles	
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Services			
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Les Mills	Les Mills	Fitness program/system	
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Billy Blanks	TaeBo	Fitness program/system	
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Lufthansa	Lufthansa Cargo	Air transportation systems	
Aircrafts			
Boeing	Boeing	Airplane	
Airbus S.A.S.	Airbus	Airplane	
Standards			
US EPA	EnergyStar	Use less energy, save money, and help protect the environment	
SATA-IO	Sata	Serial Advanced Technology Attachment	
USBIF	USB	Universal serial bus	

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Internet Addresses

3M	www.3m.com
ABT	www.abt-sportslines.de
Airbus	www.airbus.com
Alcantara	www.alcantara.com
AMD	www.amd.com
Asus	de.asus.com
Audi	www.audi.de
AZO	www.azo.de
BASF	www.basf.com
Bayer AG	www.bayer.de
Bilstein	www.bilstein.de
Binder	www.binder-magnete.de
Bitrex	www.bitrex.com
Boeing	www.boeing.de
Bosch	www.bosch.de
Bose	www.bose.de
Brembo	www.brembo.com

Cable & Wireless	www.cable-and-wireless.de
Cadillac	www.cadillaceurope.com
Campagnolo	www.campagnolo.com
Chevron	www.chevron.com
Cognis	www.cognis.com
Corning	www.corning.com
Cummins	www.cummins.com
Cycle Shimano	cycle.shimano-eu.com
Deutz	www.deutz.de
DivX	www.divx.com
DLP	www.dlp.com
DLP	itsthemirrors.com
Dolby	www.dolby.com
DT Swiss	www.dtswiss.com
DuPont	www2.dupont.com
Easton	www.eastonsports.com
Edelstahl Rostfrei	www.edelstahl-rostfrei.de
Fanuc Robotics	www.fanucrobotics.de
Gigabyte	www.gigabyte.de
Goodyear	eu.goodyear.com
Google	google.com
Gore	www.gore-tex.de

Harman/Becker	www.harmanbecker.com
Hitachi	www.hitachi.de
Hoechst	www.hoechst.com
Intel	www.Intel.com
Invista	www.invista.com
Java	www.java.com
Kendrion	www.kendrion.com
Kingston	www.kingston.com
Kodak	www.kodak.de
Kuka	www.kuka-ag.de
Label Online	www.label-online.de
Leica	www.leica-camera.de
LG	de.lge.com
Maestro	www.maestro.ch
Makrolon	www.makrolon.de
Markenlexikon	www.markenlexikon.com
Marketing-Verein	www.marketingverein.de
MasterCard	www.mastercard.com
Microban	www.microban.com
Microsoft	www.microsoft.com
MSI	www.msi-technology.de
nVidia	www.nvidia.de

Onpulson	www.onpulson.de
Perkins	www.perkins.com
Pininfarina	www.pininfarina.de
Pioneer	www.pioneer.de
Plexiglas	www.plexiglas.de
Raceface	www.raceface.com
Realtek	www.realtek.com.tw
Recaro	www.recaro.de
Rotax	www.rotax.com
Salomon	www.salomonsports.com
Samsung	www.samsung.de
Sanitized	www.sanitized.com
Schneider Kreuznach	www.schneiderkreuznach.com
Schott	www.schott.com
Seagate	www.seagate.com
SGS	www.de.sgs.com
Siemens	www.siemens.de
SIG	www.sigallcap.ch
Sika	www.sika.com
Simon Kucher & Partner	www.simon-kucher.com
Sirius	www.siriusitc.ch
Sony	www.sony.de

Sram	www.sram.com/de
Swarovski	www.crystallized.com
SympaTex	www.sympatex.de
Tetra Pak	www.tetrapak.de
Thoma	www.thoma-magnettechnik.de
Tomtom	www.tomtom.com
Torsen Traction	www.torsen.com
Toshiba	www.toshiba.de
Trevira	www.trevira.de
Truma	www.truma.com
VDO	www.vdo.de
Visa	www.visa.de
Webasto	www.webasto.de
Wind Stopper	www.windstopper.de
Wirtschaftslexikon 24	www.wirtschaftslexikon24.net
WMF	www.wmf.de
Zeiss	www.zeiss.de
ZF	www.zf.com

Company/Brand Index

3M 30, 72, 292, 333

A

A. C. Nielsen 302, 304

ABC 234

abrazo 82

ABS 26

Accell Group 195

Accenture 97, 140

Agfa 211, 212

Ahead Software 168

Airbus 12

Airvantage 126

Alcantara 288

ALDI 333

Alfa Romeo 109

Alfred Thun 200

Almond Board of California 40

Aloe 72

AMD 93

Amer Sports 195

American Marketing Association
342

American Textiles 163

AMG 151

Amicor 46

Antai College of Economics &
Management XV

Antron 163, 289

Apollinaris & Schweppes 175

Apple 66, 68, 168, 335

ARC 136

Asahi 134

Asia Pulse 202

Aspirin 210, 211, 212, 221, 301

Aston Martin 109

AT&T 342

Athens University of Economics
and Business 342

ATI 93, 292

Atlas Copco 82

ATR 12

Audi 24, 48, 49, 109

Auto Motor und Sport 110

Aventis 213

AZO 81

B

BACTRON 256

Bank of America 342

BASF 4, 13, 211
 BAX 81
 Bayer V, XIII, XV, 19, 72, 206,
 207, 208, 209, 210, 211, 212,
 213, 214, 215, 216, 217, 218,
 219, 220, 221, 222, 292, 293
 BBDO 302, 306
 Becker 44
 Bell Sports 195
 Bentley Motors 24
 Bianchi 204
 Binder 81
 Bio-Pruf 256
 Bitrex XVI, 11, 178, 179, 180, 181,
 182, 183, 184, 185, 186, 187,
 188, 189, 190, 288
 Blandfield 180
 Blaupunkt 44
 BMW 81
 Boeing 12
 Bombardier 12
 Bonaqua 145
 Bosch 26, 43, 44, 48, 80, 101, 104,
 105, 110
 Bose 40, 107, 151, 334
 Brandchannel 23
 Breitling 24
 Brembo 4, 40, 47, 48, 103, 108,
 109, 110, 293
 Bridgestone Cycle 196
 Brigitte 118
 British Royal Society for
 Prevention Accidents 185

Budapest University of
 Economic Science and Public
 Administration 342
 Budweiser 229
 Bug-Gela 187
 Bunge 290
 Bunny People 62

C

Cable & Wireless 4
 Cadillac 13, 24, 30, 49, 102, 109
 Calibre 218
 Caloi 195
 Campagnolo 191, 192, 195, 197,
 204, 205
 Canderel 145
 Cannondale 195, 196, 205
 Capital 122
 Capsnap 221
 Cargill 289, 290
 Carl-Zeiss-Foundation 238
 Carrefour 185
 Caterpillar 334
 Catholic University of Santo
 Domingo 342
 CEIBS XV, XVI, XVII, 89, 343
 Celanese 113
 Cellophane 157
 Ceran 11, 94, 135, 136, 237, 240,
 241, 242, 244, 245, 246
 Champion 256
 Chantell 129
 Chevrolet 228
 Chevron 30

Chi Mei 218
Child Accident Prevention Trust 185
Child Safety Week 189
Childs Associates 143
Chrysler 12, 48
Ciba 162
Coca-Cola XIV, 134, 145, 146, 268, 287
Coca-Cola Zero XIV
Coke 57, 144
College of Marketing 342
Columbia 333
Common Rail 105
Compaq 63, 87
Continental 26, 104
Coolmax 163
Copenhagen Business School 89
Copernicus Advisory Board 342
Cordura 163, 289
Corian 81, 159
Corning 135, 136
CoroWise 4, 19, 46, 290
Cosentino 9
Cosmopolitan 140
Cracow School of Business and Economics 342
Crystal Worlds 140
Crystallized 137, 138
Cummins 47, 292
Currie 195
Cycleurope 195, 196

D

Dacron 157
Daimler 48
DaimlerChrysler 343
Data Track 221
Datamonitor 146
Datsun 68
Dell 81, 88, 168, 227
Delphi 26, 104
denim brands 129
DePaul University 342
Design Week 197
Deuter 127
Deutsche Bahn 209
Deutz 47, 292
Diet Coke 145, 287
Digital China 226
Digital Light Processing 226
Dirt Devil 9
Disney 57
DLJ 249
DLP XV, 4, 11, 47, 224, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 285, 286
dm 185, 186, 188
Dodge 109
Dolby XIII, 10, 19, 60, 84, 94, 164, 165, 166, 167, 168, 169, 171, 210, 268, 269, 281, 286, 292, 293, 295
Domotechnica 240
Dow 218, 255
Dragon TV 129

DreamWorks Animation 169
 Drucker Foundation 342
 Duplo 80
 DuPont 3, 5, 30, 72, 81, 121, 128,
 156, 157, 158, 159, 160, 161,
 163, 255, 263, 268, 288, 290
 Dura Ace 191

E

eBay 141
 EBS XV
 Eddie Bauer 287
 Edinburgh Pharmaceutical 181
 Eintracht Frankfurt 172
 ELLE 140
 Embraer 12
 Enlightened 138
 ESP 26, 105
 ESPN 234
 Eurokera 239

F

Fallon 129
 Fanta 145
 Far Eastern Economic Review
 200, 201
 Ferrari 109
 Ferrero 80
 Filtrox 82
 Financial Times 122, 202
 Flying Pigeon 193
 Forbes 122, 162
 Ford 12, 48, 109

Formosa 218
 Fortune 225
 Fraunhofer Institute 236
 Free University Berlin 343
 Frigidaire 12
 Fujitsu 168

G

Galleria 118
 GE 8, 217, 218, 299
 GE Plastics 206
 General Electric 217, 299, 342
 General Motors 7, 12, 13, 59, 102
 Giant 127, 195, 196, 204, 205
 Giotto 80
 Glasgow Apothecaries 180
 Glass Pyroswiss 135
 Glaxo 181
 Global Industry Analysts 193
 GM 30
 GM Hummer 48
 Google 66, 332
 Gore XIII, 31, 120, 121, 124, 126
 Gore-Tex 3, 17, 19, 21, 94, 111,
 120, 121, 122, 123, 124, 125,
 126, 127, 279, 281, 295, 333,
 334, 336, 339, 352
 Green Cross 185, 189
 Groupe H.E.C. 342
 Guinness 181

H

Haier 240

Harvard Business School XV
Harvard University 341
Hella 105
Hercules 193
Hero 195
Hewlett-Packard 80, 81, 88
HiSpace 221
Hitachi 63
Hoechst 4, 112, 113
Home Depot 229, 258, 333
Honda 12
Honeywell 342
Hostalen 5
HP 24, 63, 168, 227, 343
Huffy 195
Hyundai 109

I

IBM IX, 57, 63, 64, 81, 87, 299,
342, 343
Idemitsu 218
IG Farben 211
Imperial 240
Indanthren 5
Infineon 23
InFocus 226, 227
Ingeo 4, 46
InStyle 140
Intel XIII, 3, 5, 6, 11, 16, 18, 19,
21, 24, 34, 44, 55, 84, 87, 88, 89,
90, 93, 94, 159, 169, 219, 241,
263, 268, 279, 281, 291, 295,
298, 299, 334

Intel Inside 3, 5, 10, 45, 49, 55, 88,
159, 219
Interbrand 5, 6, 53, 67, 299, 302,
303, 321
Invista 128, 129, 162, 163, 164,
289, 292
Isomalt 290
IWKA 83

J

J. W. Childs Equity Partners 143
JBrand 129
Jeep 287
John Mackay 181
Johnson & Johnson 256
JWT Communications 234

K

Kaufland 186
Kellogg School of Management
XV, XVII, 341, 343
Kendrion 81
Kevlar 157, 159
Kinley 145
Koch 128, 162
Kohler 9, 47

L

La Perla 129
Lake Forest Graduate School of
Management 343
Lanxess 214
Laura Ashley 163
Leap ahead 65, 66

Lecluyse 256
 Legoland 209
 Lexan 206, 218
 Lexus BMW 48
 LG 227, 229
 Liautaud Graduate School of
 Business 343
 Liesegang 226
 LION Apparell 30
 Liutech 82
 Logitech 168
 Louisville Bedding 163
 Lucasfilm 226
 Luceplan VII
 Luran 13
 Lycra 3, 19, 94, 111, 128, 129, 130,
 157, 158, 162, 163, 268, 289, 334

M

Mac Book 335
 MAC Group 342
 Macfarlan Smith XII, 179, 180,
 182, 184, 185, 188, 189
 Macy's 118
 Makroform 221
 Makrolon V, VI, VII, XVI, 11, 19,
 206, 207, 208, 209, 210, 212,
 213, 215, 216, 217, 219, 220,
 221, 223, 224, 281, 292, 293
 Mammot 336
 MarieClaire 140
 Marketing Science Institute 342
 Märklin 209
 Maruem VII

MasterCard 24
 Matsuzaki VII
 Maxguard 256
 Mazda 48
 McDonalds 57, 59
 McKinsey IX
 McLaren 109
 McNeil Nutritionals 146
 Mead 193
 Mercedes 109
 Mercedes-Benz 45, 151
 Mercer Management Consulting
 98, 100
 Merck 342
 Merida 195
 Mezzomix 145
 Microban IX, XVI, 3, 4, 9, 11, 185,
 247, 248, 249, 250, 251, 252,
 253, 255, 256, 258, 259, 260,
 261, 262, 263, 264, 265, 266,
 268, 281, 333
 Micronic Laser Systems 236
 Microsoft 6, 21, 24, 81, 167, 168,
 291, 295, 299
 MIT 341
 Mitsubishi 218, 227
 Miyata 195
 MMore 208, 209, 221
 Modiguard 134, 136
 Mohawk 288
 Monsanto 143
 Montgomery Ward 193
 Motion Picture Academy of Arts
 and Sciences 226

Motorola 63, 65

MSI 93, 292

MURPHEY 31

Mustang 109

N

Nanotex 46, 94

NASCAR 228, 234

National Bicycle Dealers
Association 202

National Bicycles 196

National Safety 187, 189

National Sporting Goods
Association 193

NatureWorks 4

NEC 227

Neckelmann 113

Nestea 145

Newell Rubbermaid 136

Nexus 200

NFL 234

Nikkei Weekly 201

Nintendo 167

Nissan 68, 109

NIVEA 302

Nokia 65, 66, 125

Nomex 94, 157, 159

Northstar 7, 13, 24, 30, 49, 102

Northwestern University 343

NPD Group 235

Nutella 80

NutraSweet XIII, 3, 17, 19, 40, 60,
84, 87, 143, 144, 145, 249, 268,
279, 281, 287, 290, 298, 334

nVIDIA 93, 292

nView 226

NYE 31

Nylon 157

O

OceanSpray 290

Olean 45, 290

Oliggo 288

ONE 146

Optoma 227

Orlon 157

Osaka Securities Exchange 197

Oscar Weil 82

Outdoor Magazine 118

P

Pacific Coast Feather 163

Pacific Cycle 195

Pampers 81

Panasonic 229

Penn State Smeal College of
Business XV

Pentium 62, 66

Pepsi 146, 268, 287

Perkins 43, 292, 334

Pforzheim University XV, XVII,
104, 343

Philips 207

Phoenix 193, 195

Ploucquet 117

PLUS 226

Policarbonatos do Brasil 218

Polygram 207
 Polysar Rubber 213
 Porsche 81
 POWERade 145
 PowerPC 64
 Pringles 45
 Procter & Gamble 59, 81, 174, 290
 Proxima 226, 285, 286
 Pyran 135
 Pyrex 135, 136

Q

Qooo 145
 Quaker Fabric 163
 Quattro 24, 48, 49

R

Radio Shack 227
 Raffaello 80
 RAKSO 82
 Raleigh 195
 Realtek 94
 Recaro 4, 9, 40, 43, 44, 103, 104, 105, 293
 Reliance 112
 Research in Motion 66
 Rexroth 43, 292
 Rinnai 240, 244
 Roche 213
 Rohm and Haas 256
 Rösch 208
 Rover 109

Royal Society for the Prevention of Accidents 189
 Rubbermaid 9
 Ruf 151
 Runner's World 118

S

SABIC 218
 Sachs 193
 Sainsbury 333
 Saint Gobain 134, 135, 136
 Sam Yang 218
 Samsung 65, 66, 80, 227, 229, 255
 Sanitized 256
 SAP 81
 Saudi Basic Industries 217
 Schott 11, 94, 135, 136, 237, 238, 239, 240, 241, 242, 244, 245, 246
 Schwinn 193, 205
 SCITEC NUTRITION 144
 Sears 12, 118, 193
 Semion 302
 Senokot 288, 290
 Shaw 288
 Shenzhen 195
 Shimano 4, 11, 17, 84, 94, 190, 191, 192, 193, 195, 196, 197, 198, 199, 200, 201, 202, 204, 205, 280, 292, 293, 295, 334
 Siemens 63, 168, 292
 Sigma 236
 Silver Nano 255
 Solae 19, 290

Sony 7, 13, 24, 65, 80, 88, 167,
168, 281, 285, 286
Sourpus 187
Southwest Airline 95
Specialized 195, 196, 204, 205
Splenda 19, 145, 146, 290, 334
Springs 163
Sprite 145
Sprout 249
SRAM 192, 195, 205
Stainmaster 3, 128, 162, 163, 263,
283, 288, 289
Steinbeis University 343
Stella 200
Stern 125
Stockholm University 342
Straits Times 196
Sunday Times 122
Sunn 195
Supplex 163
Swareflex 138
Swarovski 137, 138, 142, 348
Sycro 48
Sympatex 116, 117, 118, 119, 120,
152

T

Tactel 163, 289
Tandem 195
Technical University Berlin 343
Teflon 3, 5, 10, 60, 81, 94, 156,
157, 158, 159, 160, 161, 162,
163, 164, 268, 289
Teijin 218
TESCO 258
Tetra Pak 11, 84, 134, 171, 172,
173, 174, 175, 176, 177, 270, 293
Tetra-Brik 171
Tetra-Rex 171
Texas Instruments XV, 4, 47, 68,
224, 226, 227, 228, 230, 234,
236, 285
TEXTRON 30
The North Face 336
Thermolite 163
Thinktank 129
Thinsulate 333
Thoma 81
TI 224, 225, 226, 227, 228, 229,
234, 235, 236, 286
Tokyo Stock Exchange 197
Torsen 48
Toshiba 168, 227
Toto 9
Tour de France 190, 195, 201, 205
Toyota 12, 48
Trek 195, 196, 205
Trevira 112, 113, 114, 115, 116
Trinitron 7, 13, 24
Triumph 289
True Religion 129
TRW 26, 104
TSR 227
Tube Investments 195
Tyrolit 138
Tyvek 157

U

UNIDO 344
 United Aircraft Corporation 12
 University Maryland 343
 University of Cardiff 181
 University of Chicago 341
 University of Cooperative
 Education Villingen-
 Schwenningen 343
 University of Economics and
 Business Administration in
 Vienna 342
 University of Hamburg 298
 University of Hawaii at Manoa
 XV
 University of Illinois 343
 University of Zurich 342
 UVEX VI, XVI, 208, 209, 221,
 222, 223, 224

V

Valensina 174
 Valeo 101
 VDO 44
 Vespel 81
 Vileda 245
 Vogue 140
 Volkswagen 12, 48, 81, 151, 302

W

Wall Street Journal 141, 160, 198

Watertek 221
 Wild Blueberries 148
 Wild Blueberry Association 148
 Windows 63
 Windstopper 126
 Woolmark 17
 World Kitchen 136
 Wrigleys 145

X

Xella 81
 Xglit 290
 XTR 191

Y

Yankelovich Advisory Board
 342
 YTONG 81
 Yuh Jiun 195

Z

Zac Posen 129
 Zeiss 94
 Zero 146
 ZF 47, 101
 Zhongshan VII
 Z-trim 46, 290

Subject Index

4-Stage-Model of Ingredient
Branding 21

A

accompanying brands 85
added value 33
advertising 86, 118, 119, 127
aeronautical industry 12
affection 312
affinity 107
aftermarket 9, 19, 34, 43, 49, 71,
110, 199, 294
alcohol denaturant 179
anonymity 307
aspiration 89
asset 298, 299, 327
association 317
attention 73
automotive industry 12, 40, 97,
100
automotive suppliers 103
awareness 44, 45, 62, 63, 79, 83,
85, 101, 116, 186, 187, 188, 193,
199, 229, 254, 255, 263, 268,
283, 288, 313, 317

B

B2B XV, 6, 16, 29, 35, 36, 48, 49,
73, 77, 81, 84, 86, 99, 110, 127,
134, 140, 189, 242, 246, 279,
292, 310, 319
B2B2C XV, 9, 292, 310, 317, 319,
327
B2C 6, 29, 49, 110, 242, 310, 319
balanced scorecard 325, 339
blue ocean 93, 150
brand alliance 245, 246, 259
brand association 301, 310, 314
brand awareness 28, 29, 243, 244,
246, 253, 256, 313, 331
brand choice 312
brand consciousness 107
brand equity 20, 23, 45, 268, 277,
281, 283, 285, 286, 287, 298,
299, 310, 312, 315, 318, 319,
322, 323, 324, 327, 338
Brand Equity Evaluator 306
brand evaluation 277, 298, 299,
300, 301, 302, 305, 306
brand experience 141
brand extension 7, 11, 15, 22, 48
brand familiarity 300

brand focus 90
 brand heaven 90
 brand identity 15
 brand inflation 103
 brand loyalty 79, 283, 298, 300,
 301, 310, 311, 312, 314, 322
 brand management 8, 10, 15, 16,
 17
 Brand Monitor 304
 brand name 22
 Brand Performancer 304, 305
 brand recognition 49, 298, 322,
 332, 337
 brand relevance 308, 335, 336,
 337, 339
 brand status 306, 307
 brand strategy V, 82
 brand strength 304, 305, 306, 326
 brand symbol 308
 brand synergy 285
 brand value 5, 20, 42, 45, 74, 76,
 84, 99, 101, 103, 118, 145, 246,
 294, 299, 300, 301, 302, 303,
 304, 307, 308, 309, 310, 312,
 313, 316, 320, 321, 324
 Brand Value System 304
 branded house 80, 81, 83, 84, 85,
 87, 169, 209, 238
 branded house strategy 82, 83,
 135
 BrandScoreCard 321
 breadth of expertise 77, 79, 80,
 84
 breakthrough 20, 63, 197, 291,
 292

buyer 39
 buying center 38
 buying decision 18, 140, 235, 241

C

cannibalization effects 83
 capital goods 16
 cash flow 90, 290, 294, 307, 323
 challenger brand 82
 channel 288
 chemical industry 157
 CI 84
 co-advertising 87
 co-branding 7, 11, 15, 22, 23, 24,
 49, 246
 co-creator 278
 collective decision 38
 commoditization 71
 communication activities 174
 communication policy 78, 86,
 101
 company brand 83, 135
 competition intensity 41
 competitive advantage 7, 11, 15,
 18, 26, 46, 76, 131, 132, 150,
 174, 179, 216, 220, 279, 291,
 294, 309
 competitive differentiation 46
 complexity 125, 294
 component complexity 42, 102
 components 17
 conjoint analysis 314, 318
 consumer behavior 293, 295
 consumer brands 49

consumer demand 8, 26, 62
consumer goods 16
consumer loyalty 174
co-operative marketing
 programs 56
corporate brand 241
corporate branding 17, 241
corporate culture 39
corporate design 8
corporate identity 84, 110
corporate social responsibility
 15, 341
cost pressure 100
customer base 301
customer behavior 303, 312
customer loyalty 15, 40, 44, 45,
 46, 79, 91, 99
customer orientation 7
customer relationship 16, 29
customer-supplier relationship 8

D

decider 39
demand 114, 115, 116
depth of expertise 77, 79, 84, 85
dietary supplement 143
differentiation 11, 44, 71, 73, 74,
 75, 76, 79, 83, 84, 93, 95, 96, 99,
 103, 111, 118, 125, 126, 130,
 134, 136, 139, 142, 146, 148,
 150, 152, 157, 159, 172, 174,
 181, 185, 187, 208, 230, 239,
 247, 255, 262, 263, 264, 265,
 269, 287, 288, 294, 307, 308,
 317, 338

distribution 178, 264, 266, 304
distribution policy 78
downstream company 4

E

electronic industry 40, 55
emotion 136
end user 6
entertainment industry 165, 168
entry barriers 45, 46
exhibition 140
expectation 111

F

familiarity 308
family brands 80
fiber 113
Fiesco-Effect 21, 63, 111, 128, 338
final user 29
food industry 142
food production 142
functionality 279, 327

G

glass 131
glass industry 131, 133
globalization 100
goodwill effect 83

H

high-tech product XIII
horizontal differentiation 82
house of brands 74, 75, 77, 80, 82

house of brands strategy 83
hybrid brand strategy 83

I

image 15, 38, 45, 46, 47, 61, 76,
86, 99, 103, 115, 118, 134, 136,
164, 169, 172, 208, 210, 219,
241, 244, 245, 246, 268, 302,
308, 309, 314, 331, 333, 338
importance 279, 294, 337
individual brand 80, 135
individual brand strategy 82
industrial buying 37
industrial goods 7, 16, 131
industrial marketing 35
industrial middlemen 34
industrial products 6
informational integration theory
22
ingredient 28
Ingredient Branding 19
innovation 126, 127, 132, 134,
143, 158, 159, 187, 197, 205,
237, 240, 245, 246, 247, 265,
269, 280, 289, 307
inverse Ingredient Branding 22

K

key component VI
key experience 136
key ingredient 283, 289
knowledge management 247

L

label 139
logo 60, 63, 66, 88, 93, 110, 112,
113, 116, 169, 181, 188, 189,
210, 213, 216, 219, 241, 253
loyalty 125, 282, 283

M

magnification effect 292
market penetration 83
market power 37, 46
market quality 306
market research 252, 280
market saturation 83
market share 83, 90, 99, 264, 265,
290, 304
marketing costs 47
marketing mix 29, 78, 85, 90
master brand 3, 65, 67, 292
master branding 55
multi-level branding 32, 49
multi-level marketing XIV, 27,
32, 87, 115, 132
multi-stage branding 31
multi-stage marketing 36

N

no-name 114, 120

O

OEM 3, 57
operational management 90
organizational customers 33

Original Equipment
Manufacturer 3

over branding 90

P

partnership VII, 173

patent 301

PC 55

perceived quality 8, 46, 125, 132

perceived value 19, 41

perception 292

performance 4, 8, 59, 71, 73, 74,
76, 84, 87, 93, 99, 101, 102, 103,
108, 149, 163, 171, 191, 197,
204, 224, 265, 279, 292, 294,
295, 312, 334, 337

performance recognition 293,
331

personal computer 55

point of purchase 111

point of sale 118, 124

polycarbonate V

pool of brands 118

positioning 75, 93

PR 209

premium brand 82

prestige 139

price 3, 118, 120, 140, 146, 241,
264, 265, 266, 279, 282, 283,
301, 307

price consciousness 107

price policy 78, 79

price premium 45, 46, 79, 90, 99,
101, 125, 260, 261, 268, 278,

290, 294, 295, 315, 317, 318,
319, 320, 322, 327, 331, 339

pricing elasticity 264

processing brands 85

product brand 241

product brand strategy 83

product group 90

product group brands 80

product group strategy 135

product life cycle 19, 36, 45, 247,
292

product policy 78

product value 47

proliferation 71

promotion 86, 127

promotional costs contributions
89, 91

public relations 86, 118, 187, 209,
220

pull 8, 26, 27, 33, 36, 45, 46, 47,
49, 60, 77, 78, 85, 90, 98, 101,
108, 115, 116, 120, 126, 130,
133, 136, 150, 169, 170, 174,
178, 188, 199, 205, 209, 219,
263, 268, 282, 284, 287, 293,
294, 310, 317, 319, 323

purchasing decision VII, 75, 99,
125, 181, 314

push 26, 27, 33, 49, 98, 133, 199,
323

Q

quality V, VI, 26, 43, 47, 63, 71,
73, 74, 75, 76, 84, 87, 93, 99,
103, 108, 111, 112, 114, 118,
119, 120, 123, 127, 131, 138,

139, 149, 164, 167, 171, 172,
173, 174, 178, 191, 192, 196,
198, 205, 206, 207, 208, 209,
210, 219, 221, 223, 232, 237,
244, 245, 246, 255, 262, 266,
285, 287, 300, 301, 307, 308,
309, 313, 333, 334, 337

quality assurance 23, 47

quality perception 293, 295, 331

R

R&D 100

raise of credit 291, 292

re-branding 55, 66

recall 313, 317

recognition V, 76, 82, 313

recognized quality 310, 316

red ocean 94

relevance 308

repayment 292

replaceability 174

repurchase behavior 36

reputation 210, 244

research and development 100

reverse Ingredient Branding 49

risk 47

S

sales channel 301

sales premium 290, 294, 315

satisfaction 312, 338

segment 82, 264, 307, 335

segmentation 193

self-brand 25, 255

self-Ingredient Brand 49, 111,
148

single brand 90

single brand strategy 135

single-level branding 32

single-level marketing 11, 32

single-stage branding 31

sponsorship 9, 228, 234

strategic differentiation 9

strategic marketing VII

Strategy Canvas 95, 150

stuck in the middle 90

substitutability 8, 16

supply chain 63

sweetener industry 145

sympathy 312

synergy 287

T

target group 19, 145, 242, 243

target measure 302

temporary price reductions IX

textile industry 111

theory of attitude accessibility
22

time saving 302

trade fair 118

trademark 105, 118, 158, 173,
226, 255, 268, 301

trust 75, 76, 120, 125, 207, 255,
268, 288, 293, 295, 302, 310,
312, 326, 334

trustmark 253, 262

turnover 306

U

umbrella brand 209

unique product offering 16

upstream 73

user 39

V

Value Added Reseller 47

value chain 31, 257, 259, 260,
269, 278, 279, 280, 288, 319, 324

value distribution 324

vertical differentiation 82

volume premium 45, 46

W

W-function 89

willingness to pay 261, 315

win-win 188, 219, 220, 224, 239,
244, 246, 268



The Art and Science of Branding Industrial Products

B2B Brand Management

P. Kotler, W. Pfoertsch

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