

KELLER'S BRAND EQUITY MODEL

also known as the Customer-Based Brand Equity (CBBE) Model

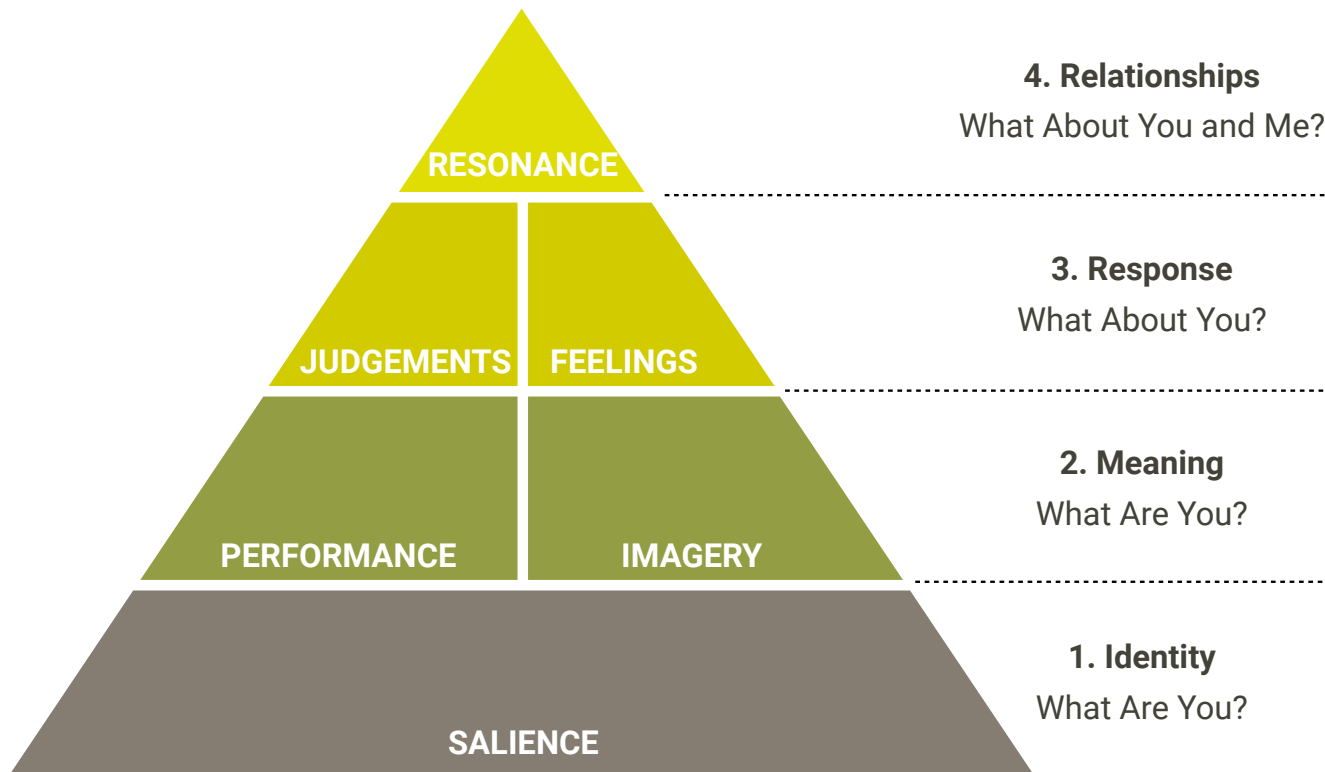


Abbildung nach Keller, Kevin. Strategic Brand Management, Global Edition 4th