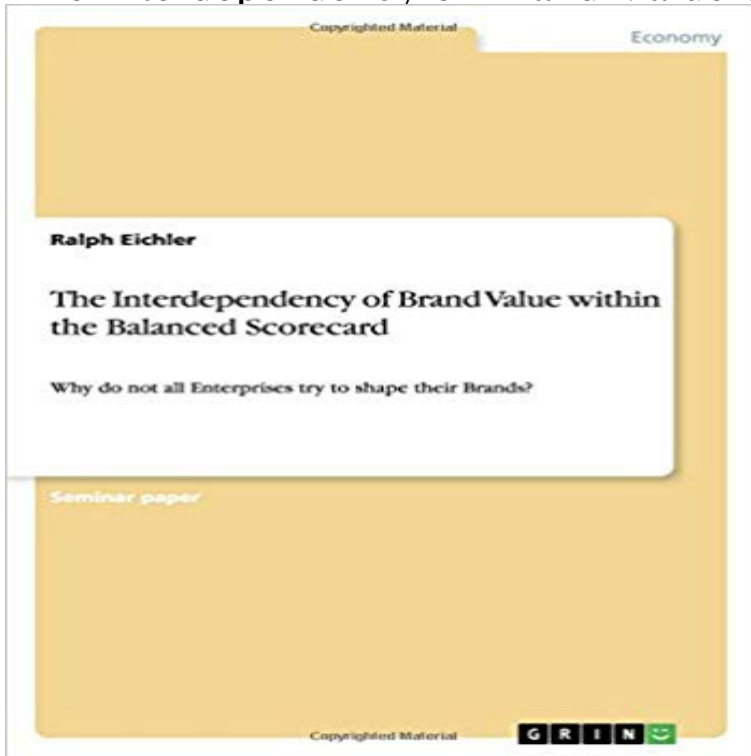


The Interdependency of Brand Value within the Balanced Scorecard



Seminar paper from the year 2007 in the subject Business economics - Controlling, grade: 1,3, Zeppelin University Friedrichshafen, language: English, abstract: Since the 1990s the idea of a balanced score card approach and the idea of brand equity have taken the world by storm. Today, the balanced scorecard is widely used by companies for measuring their objects and value management. The idea of brand equity is another idea which becomes more and more important for company success within the last few years. Trusted brands seem to be one way to achieve high market success. A few companies like Apple, Audi and Puma could higher their brand equity and improve their financial results enormously. This perception allows a simple question: Why do not all enterprises try to higher their brand value to gain similar success like the above mentioned companies?

This paper tries to approach these questions with an analysis of possible interdependencies which affect brand equity. The balanced scorecard is a proper way to approach this question, because it allows to measure qualitative and quantitative factors which influence brand equity. The analysis of interdependencies follows the four dimensions which Kaplan and Norten defined in 1996. However, the used goals are also influenced by other authors. First part of the analysis is a view on the interdependencies within the innovation and learning perspective and its influence on brand equity. Then the focus moves to the customer perspective and internal business perspective and their influence. Both dimensions built the core of each business. . The last step is a review of financial key data and its influence on brand equity.

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