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Brand Performance And Brand Equity - Journal-archives14 Consequences Of Brand Equity Management Evidence From Organization In The Value Chain", Journal Of Product & Brand Management, Vol.12, No.4, Pp.220-236. [5] Aaker David A. (1996), "Measuring Brand Equity Across Products And Markets", Californiya Management Review, Vol.38, No.3, Pp.102-120. 1th, 2024 The Impact Of Brand Communication On Brand Equity ... Whereas, User-generated Social Media Brand Communication Had A Positive Impact On Brand Loyalty And Perceived Brand Quality. Additionally, There Are Significant Differences Between The Industries Being Investigated. Originality/value: This Article Is P 3th, 2024 Chasing Brand Value: Fully Leveraging Brand Equity To ... Quaker Oats Purchased The Beverage Brand Snapple In 1994 For \$1.7 Billion And Sold It Three Years Later To Triarc For \$300 Million. Commenting On The Quick Loss Of The Brand's Value, The New York Times Noted That "Quaker Oats' Distribution Strength Rested 2th, 2024.

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