

International Corporate Brand Management: Evaluating Standardized Corporate Branding Across Countries (Handel und Internationales Marketing Retailing and International Marketing)



Marketers have to understand how the information that consumers associate with a company and its products affects their responses to those products. Addressing this issue, Markus Meierer analyzes firstly if consumers from Germany, France, Romania, Russia and the USA perceive an internationally standardized corporate brand homogenously as well as if a positive effect on consumers product responses exists. Secondly, he investigates if consumers perceive corporate and product brand as reciprocally related across countries as well as how the effects of corporate and product branding on consumers product response look like.

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