

Brand Portfolio Management. Basic principles and recent trends



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Reviews

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(Janie Wilkinson)

BRAND PORTFOLIO MANAGEMENT. BASIC PRINCIPLES AND RECENT TRENDS



GRIN Verlag Jan 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x4 mm. Neuware - Diploma Thesis from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, Aachen University of Applied Sciences, 65 entries in the bibliography, language: English, abstract: This paper argues that brand portfolio management is an inevitable discipline in marketing and has to be applied in the business practice. It presents the current literature about this topic, beginning with the general branding theories, covering basics and first approaches to brand portfolio management, and also takes the international focus on brand portfolio management. It shows a case-study of the fast moving consumer goods producer Unilever. Its Path to Growth strategy, where Unilever went through the biggest restructuring efforts in its history, is presented and analysed. The Unilever Path to Growth strategy, was a five year restructuring plan launched in 1999, in which Unilever sold an disinvested many established and smaller brands, cut substantial amounts of costs, laid off thousands of employees and restructured their brand portfolio considerably. The weaknesses and the benefits of Path to Growth are shown, and also brand portfolio management in general is described in this context. The Unilever case is analysed in detail. The motivations for brand portfolio management in general, and the specific restructuring campaign are shown and explained. Financial and qualitative analysis is taken. The outcome of the restructurings is evaluated and conclusions are taken. Recommendations for further studies are made and an outlook is given. 64 pp. Englisch.



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