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REFERENCES: Aaker, D.A. (1991) Managing Brand Equity, Free ... Premium For Grocery Products: A Conceptual Model Of Customer-based Brand Equity. Journal Of Product & Brand Management, 16(6), 401-414. Kamakura, W.A., & Russell, G.J. (1991). Measuring Consumer Perceptions Of Brand Quality With Scanner Data: Implications For Brand Equity. Marketing Science Institute, Cambridge, MA. Feb 9th, 2024 Evaluating Aaker ' S Sources Of Brand Equity And The ... To Operationalize Brand Equity And Create A Standard Measure Of It That Could Be Used Across Products And Markets To Measure Brand Equity. However, This Study Also Provides Only An Indication Towards A Set Of Items That Can Contribute To Brand Equity. Nobody Knows How And Which Of These Items Should Be Combined To Capture Brand Equity. Jan 6th, 2024 FIRST NAME LAST NAME HONORS CITY ST Kaylie Aaker ... James Amari ** FLORENCE MT Christopher Amen * SAN ANTONIO TX Kaitlin Amrine ** GIG HARBOR WA ... Dylan Barbash * BETHESDA MD Breanna Barber * MISSOULA MT Katie Barber * RICE WA Jennifer Bardsley * HELENA MT ... Jameson Boslough * HELENA MT Rebecca Boslough * HELENA MT Dana Bosse * MISSOULA MT Jan 10th, 2024.

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