

# Table of Contents

<b>1. What Brands Can Do, and What Makes Them Strong</b>	<b>1</b>
1.1 What brands mean for consumers and companies	1
1.2 The Secret of Strong Brands	12
1.3 McKinsey BrandMatics®	40
<b>2. Measuring Brands</b>	<b>51</b>
2.1 The Brand Relevance Tachometer: Assessing the Relative Importance of Brands	51
2.2 Market Segmentation: Identifying and Selecting the Right Target Groups	69
2.3 The Brand Diamond: Developing a Precise Understanding of Brand Image	77
2.4 The Brand Purchase Funnel: Measuring and Quantifying Brand Performance	83
<b>3. Making Brands</b>	<b>95</b>
3.1 Brand Driver Analysis: Deriving Strategic Brand Direction and Initiatives for Growth	96
3.2 Pathways Analysis: Defining and Synthesizing the Brand Promise and Putting it into Operation	113
3.3 Brand Portfolio Management: Coordinating Multi-Brand Strategies Systematically	131
3.4 The Brand Personality Gameboard: Enriching Brands with the Right Emotions	145
Interview with Prof. Dr.-Ing. Wolfgang Reitzle >Consistency takes absolute priority<	158

<b>4. Managing Brands</b>	167
4.1 Marketing RoI: Quest for the Holy Grail	167
4.2 The Brand Cockpit: Collecting and Using Data Systematically and Effectively	194
4.3 Brand Delivery: How to Bring the Brand Promise to Life across all Customer Touch Points	212
4.4 The Brand Organization: Systems and Requirements	225
4.5 Involving External Service Providers: True Partnerships that Lead to Joint Success	233
Interview with Chris Burggraeve: ›New Models and Measurements to Stay the Number One Global Brand in the Digital Age‹	246
<b>5. Power Brands: Ten Perspectives</b>	255
<b>Table of illustrations</b>	261
<b>Selected bibliography</b>	267
<b>Companies and products</b>	271
<b>About the illustrations</b>	273
<b>About the authors</b>	273