

Contents

1 Introduction 2

2 The Importance of Brands and of Brand Controlling 2

3 Brand Power and Brand Value..... 5

4 Valuation Methods for Brands..... 7

 4.1 Requirements of Brand Valuation Methods..... 7

 4.2 Comparison of Brand Valuation Methods 9

 4.2.1 Cost-based Method 9

 4.2.2 Licensing Method 10

 4.2.3 Price-Premium Method 11

 4.2.4 Market Value Method 12

 4.2.5 Brand Valuation with Conjoint Measurement..... 12

 4.2.6 Brand Valuation with the Hedonic Price Function..... 13

 4.2.7 Brand Valuation according to Interbrand..... 14

 4.2.8 Brand Balance Sheet and Nielsen Brand Performancer..... 15

 4.2.9 Brand Valuation with the Capital Market 18

5 Conclusion..... 19

References..... 23