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& Russell, G.J. (1991). Measuring Consumer Perceptions Of Brand Quality With Scanner Data: Implications For Brand Equity. Marketing Science Institute, Cambridge, MA. May 8th, 2024

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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 16th, 2024

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