

Tiny Prints (A)

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Metrics and Analytics
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10.5%

What is the difference between Fair and?

Measuring Effectiveness
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WHICH WAY TO GO?
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CUSTOMER FOCUS
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Service with a smile

Profit
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1. The company
2. The market
3. The competition
4. The customer

Profit
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PEOPLE PLANTS PROFIT
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Data
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Information
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EQUITY
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Brand equity can be defined as the different perceptions and feelings that consumers have about a brand. It is the result of the brand's marketing activities over time.

The value of brand equity is the difference between the price of a product with the brand name and the price of a similar product without the brand name.

Brand equity can be measured in several ways, including the following:

- Brand awareness
- Brand association
- Brand loyalty
- Brand preference

Meeting
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Optimal Positioning
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Measurement
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Good activity (4) p.40

850

1900

1950

2000

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What is the difference between the two?

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WHICH WAY TO GO?

One of equity can be identified from different perspectives and for different purposes. (Miller, 2002) so there is no one consensus on its definition. (Mehra, 2001)

EQUITY

The value of the stock can be affected by the following factors: 1. Financial performance 2. Market conditions 3. Industry trends 4. Company news

One definition suggests that equity is the ownership stake in a corporation. In the capital market for a stock, the companies (Baker and Chughra, 2002)

Also see link of Contents

Promotion

Public Good



CUSTOMER FOCUS

Service with a smile

Customer Focus

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Human Capital

Qualitative
Quantitative
Financial
Non-Financial

1. Human Capital
2. Financial Capital
3. Non-Financial Capital

Human Capital
Qualitative
Quantitative
Financial
Non-Financial

1. Human Capital
2. Financial Capital
3. Non-Financial Capital

Human Capital
Qualitative
Quantitative
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Non-Financial

1. Human Capital
2. Financial Capital
3. Non-Financial Capital

metrics

Customer satisfaction is a key performance indicator (KPI) for many businesses. It is a measure of how well a company meets the needs and expectations of its customers. Customer satisfaction is a key driver of loyalty and repeat business. It is also a key indicator of a company's overall performance and success.



Mckinsey Global Institute (2011)

PEOPLE PLANT KNOW

PROFIT



Intelligence

Data



Information

Brand Positioning

Homework

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850

1900

1950

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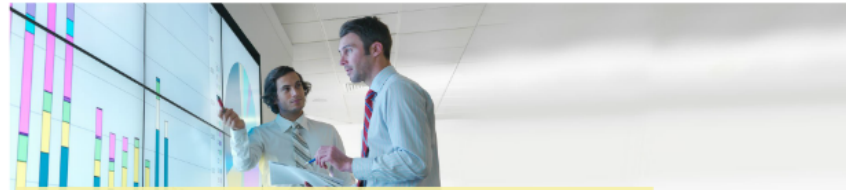
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**Analytics for
Decision Making**

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What is the difference between the

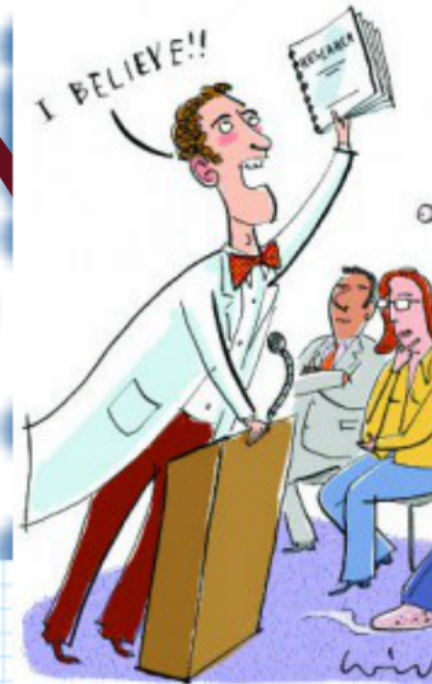
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Measuring Effectiveness



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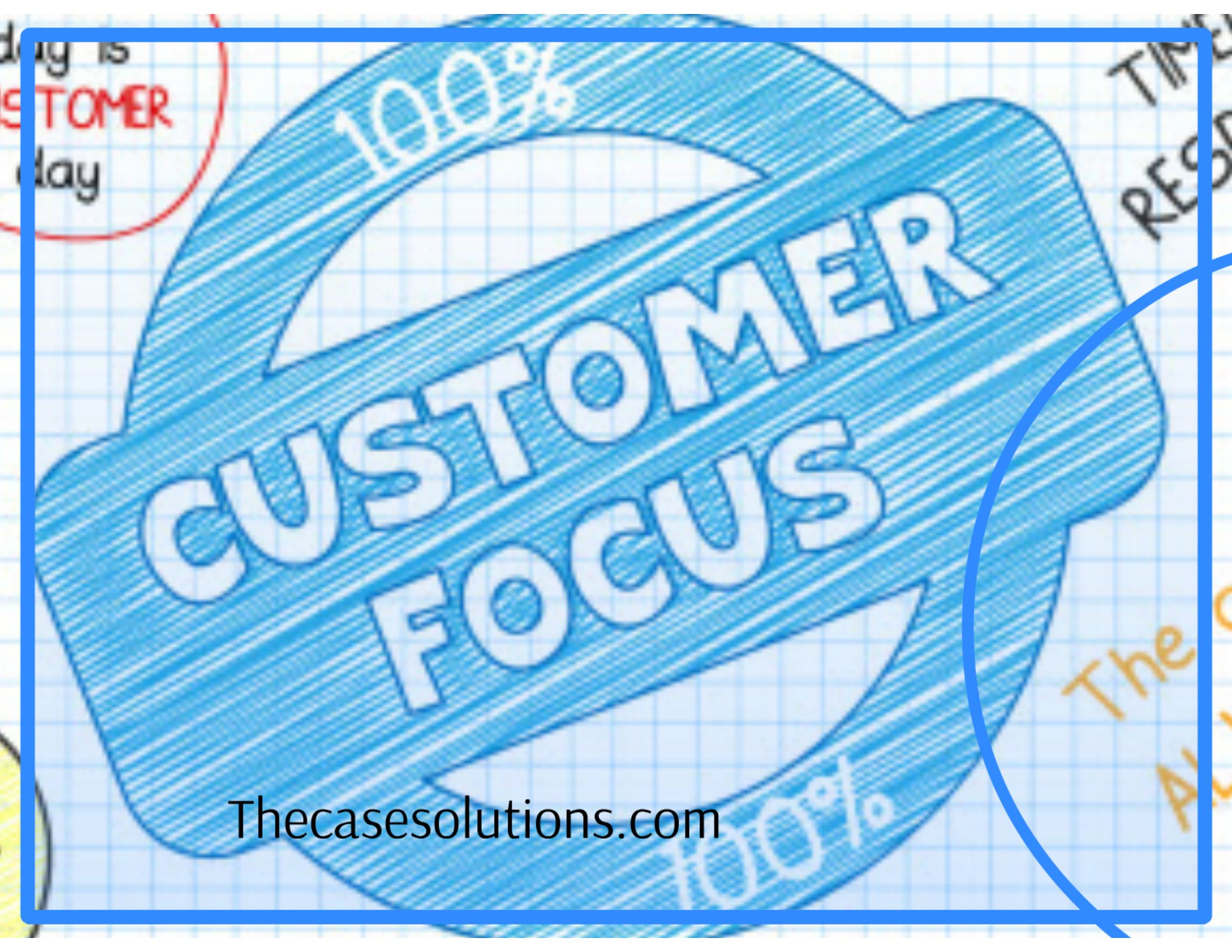


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The customer is
ALWAYS right

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