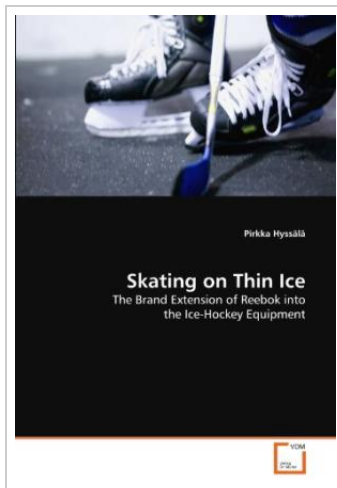




Skating on Thin Ice

By Pirkka Hyssälä

VDM Verlag Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 220x150x6 mm. Neuware - The brand extension of Reebok into the ice-hockey market has been an interesting one. Especially in Finland, where this study was made, Reebok's brand was considered everything but masculine like the brand of the game (ice-hockey). This became an interesting base for a study on a brand extension. The study considers the effects of the extension to the original brand and to the newly extended/created brand. There are both benefits and risks to both. The research problem was: how is the brand extension of Reebok into the ice-hockey equipment market perceived by the consumers? The study method consisted first a preliminary interview and second a survey among ice-hockey players in Finland. The results of the study were highly controversial. According to the survey the extension should not be very successful, on the other hand Reebok is considered as one of the market leaders. How can such an equation even be possible? 96 pp. English.



READ ONLINE
[6.95 MB]

Reviews

This is the best publication we have studied till now. It is written in basic terms and not difficult to understand. I am effortlessly getting a satisfaction of studying a written pdf.

-- **Jasen Roberts**

It is simple to study, easier to comprehend. It is one of the most awesome ebooks I have read through. You won't truly feel monotony at any moment of your respective time (that's what catalogs are for concerning the event you question me).

-- **Clint Sporer**

Relevant PDFs



The Day Lion Learned to Not Be a Bully: Aka the Lion and the Mouse

Createspace, United States, 2013. Paperback. Book Condition: New. Large Print. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.The beloved Classic tale The Lion and the Mouse gets the Rhyming Read Aloud with a Reason treatment,...



Joey Green's Rainy Day Magic: 1258 Fun, Simple Projects to Do with Kids Using Brand-name Products

Fair Winds Press, 2006. Paperback. Book Condition: New. Brand new books and maps available immediately from a reputable and well rated UK bookseller - not sent from the USA; despatched promptly and reliably worldwide by Royal Mail;



Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How can inclusive early educators plan and deliver...



Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video Games. iPods. Kids today are plugged into...



A Dog of Flanders: Unabridged; In Easy-to-Read Type (Dover Children's Thrift Classics)

Dover Publications, 2011. Paperback. Book Condition: New. No Jacket. New paperback book copy of A Dog of Flanders by Ouida (Marie Louise de la Ramee). Unabridged in easy to read type. Dover Children's Thrift Classic. Reprint of original edition. Green edition. Mineola...



It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating co-authored by Greg Behrendt, former writer on...