

Image as a key to success



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(Dr. Porter Mitchell)

IMAGE AS A KEY TO SUCCESS



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GRIN Verlag Sep 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2003 in the subject Business economics - Investment and Finance, printed single-sided, grade: 1.2 (A), Hawai'i Pacific University (-), course: Lecture MBA Program, 8 entries in the bibliography, language: English, abstract: Image the key to success. In fact, a positive image matters for a company to be successful and it is a good opportunity to get positive publicity. On the other side there are other things, which are important to be successful. There are management ratios like productivity, profitability, liquidity and many other ratios, which count in order to value a company numerically. In my following work, I will only refer to the image. Image is not only developed through advertising. The products should suit the corresponding brand and the selected advertising medium should support the brand and its image through its means of communication in order to create a total image of the company, the brand and the products. The brand and the image of a company represent the promise that products and services will perform to expectations. The identity-oriented marketing of a brand and its products contributes in addition to revalue a company identity through good image. In this connection, I will focus more closely on the importance of brand identity and brand marketing. Furthermore, I will base my report on Thermador, an American kitchen appliance manufacturer, where I conducted my internship, to clarify the important role of Image. Thermador s corporate office is located in Huntington Beach, California. All employees of hierarchy level and departments are located here. Since my internship experience was conducted with Thermador, it enabled me to develop a deeper insight into the company and the...



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