Firms That Build Brand Value Will Be Recession Survivors

Contributed by Millward Brown
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A change is occcuring in attitudes towards branding and marketing.

The traditional view â€" that brands are about logos and packaging, and only meaningful for consumer products' businesses â€" is on its way out.

As recently as 1980, the majority of corporate value was tangible value â€" contained in property, plant and equipment.

Today, intangible assets account for over 70 percent of the value of the Fortune 500. Of the intangibles, brand is one of the most valuable.

These economic facts have generated recognition among the accounting and finance community that brand is a valuable business asset of a corporation.

A brand should be treated like any other asset.

This means it must be invested in, put to work to generate value and held accountable for the results.

This article explores the:
Reasons for valuing brands
Different valuation methods available and the components needed for a robust brand valuation
Results of the Top 100 Most Valuable Global Brands 2009 (1)
Strategies used by some of the world's most successful brands to build their brand value

Click hereÂ to read the full article by Joanna Seddon, Global Head of Millward Brown Optimor.

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