

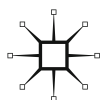
The Economy of Brands

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THE ECONOMY OF BRANDS

Jan Lindemann

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LIST OF ABBREVIATIONS

ABS	asset-backed security
BAV	brand asset valuator
B2B	business to business
B2C	business to consumer
BC	brand contribution
BC _L	brand contribution of the licensee
BE	brand earnings
BI	brand impact
BLR	brand license revenue
BR	brand royalty
CAPM	capital asset pricing model
CEO	chief executive officer
CFO	chief finance officer
CMO	chief marketing officer
CSR	corporate social responsibility
DCF	discounted cash flow
EBIT	earnings before interest and tax
EBITDA	earnings before interest, tax, depreciation, and amortization
EPS	earnings per share
FAS	Federal Accounting Standard
FRS	Financial Reporting Standard
GDP	gross domestic product
HR	human resources
IAS	International Accounting Standard
IE	intangible earnings
IFRS	International Financial Reporting Standard

LIST OF ABBREVIATIONS

IP	intellectual property
ISVC	International Standards Valuation Committee
KPI	key performance indicator
M&A	mergers and acquisitions
NPV	net present value
PPA	purchase price allocation
PR	public relations
R&D	research and development
ROE	return on equity
ROI	return on investment
SEM	structural equation modeling
SPV	special purpose vehicle
WACC	weighted average cost of capital