


















BRAND FOUNDATION		BRAND TOUCHPOINTS		BRAND PERFORMANCE	
 <b>Corporate Culture</b>	 <b>Positioning</b>	 <b>Branding</b>	 <b>Core &amp; Complementary Products/Services</b>	 <b>Brand Equity (General Public)</b>	 <b>Final Performance</b>
	 <b>Brand Strategy</b>		 <b>Communication</b>		
			 Push		
			 Pull		
	 <b>Brand Organization</b>		 <b>Co-Creation</b>	 <b>Brand Equity (Customer)</b>	
 <b>Internal Brand Management</b>	 <b>PoS</b>				
 <b>Brand Tools</b>	 <b>Brand Leverage</b>				