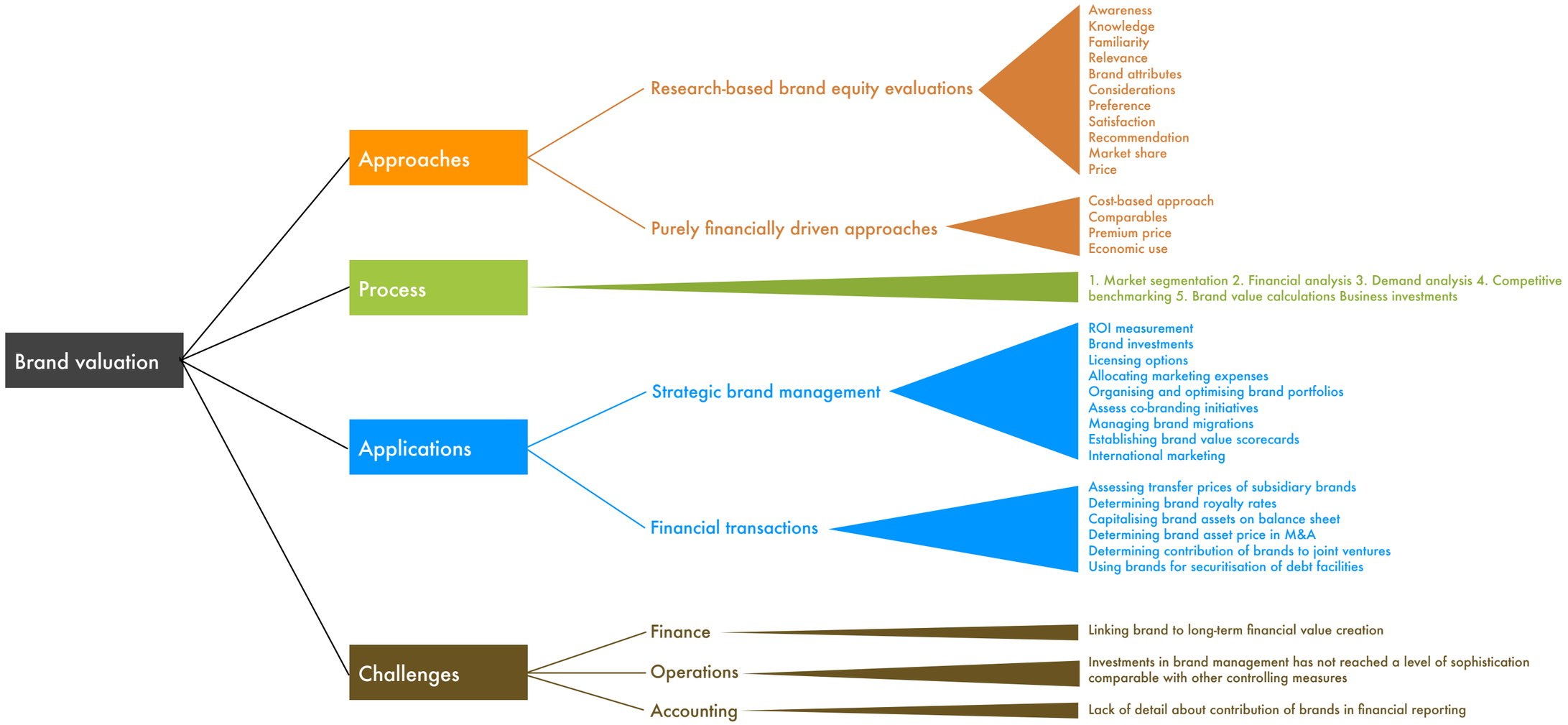
Brand valuation map: approaches, applications, process and challenges



Source: Adapted from *Lindemann, J. in "Brands and branding", the Economist, 2003, 27-45.*

The Planning Lab