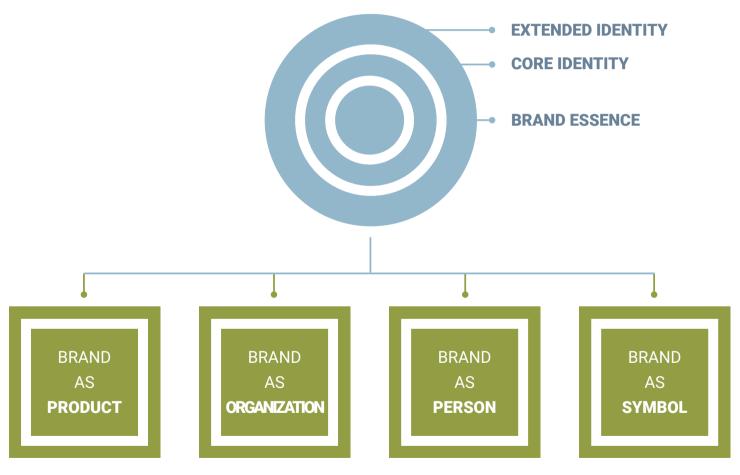


BRAND IDENTITY MODELL

NACH AAKER



Based Brand identity structure of Aaker & Joachimsthaler (2000)