

References

- Aaker, D.A. (1995). *Strategic Market Management*. New York: John Wiley & Sons, Inc.
- Aaker, D.A. (2004). *Brand Portfolio Strategy*. New York: Free Press
- Aaker, D.A. (1990). Brand Extensions: The Good, the Bad, and the Ugly. *Sloan Management Review*, 47-56
- Aaker, D.A. (1991). *Managing Brand Equity: capitalising on the value of a brand name*. New York: Free Press
- Aaker, D. & Keller, K.L. (1990). Consumer Evaluations of Brand Extensions. *Journal of Marketing*, 54 (1), 27-41
- Aaker, D., & Day, G. (1986). *Marketing research*. 3rd ed. New York: John Wiley & Sons.
- Babbie, E., Halley, F., & Zaino, J. (2003). *Adventures in Social Research*. 5th ed. Thousand Oaks, CA: Pine Forge Press.
- Bellenger, D., & Greenberg, B. (1978). *Marketing research - a management information approach*. Homewood, IL: Richard D. Irwin.
- Atkin, D. (2004). *The Culting of Brands: When Customers Become True Believers*. Portfolio
- Berthon, P., Hulbert, J.M., & Pitt, L.F. (1999). Brand Management Prognostications. *Sloan Management Review*, 40, (2), 54
- Blackston, M. (1992). A brand with an attitude: a suitable case for treatment. *Journal of the Market Research Society*, 34 (3), 231-241
- Brady, D., Hof, R.D., Reinhardt, A., Ihlwan, M., Holmes, S., Capell, K. & bureau reports (2004). Cult Brands, [Electronic version] *Business Week Online*

- Buchholz, A., & Wördemann, W. (2000). *What makes winning brands different*. 1st ed. Chichester: John Wiley & Sons.
- Byrne, J. (1993). The virtual corporation. [Electronic version] *Business Week*, February 8 (3304), 98 – 102
- Carpenter, G.S., Glazer, R., & Nakamoto, K. (n.d.) Market-Driving Strategies: Toward a New Concept of Competitive Advantage. In D. Iacobucci (Ed.), *Kellog on Marketing* (pp. 103-129). New York: John Wiley & Sons Ltd.
- Catlin, J. (2004). Research: Brand loyalty comes with age. [Electronic version] *Brand Strategy*, p. 42
- Cosmopolitan Cosmetics GmbH & Co AG
- Dalrymple, D., & Parsons, L. (2000). *Basic marketing management*. New York: John Wiley & Sons.
- Davis, S., & Halligan, C. (2001). Extending the brand. [Electronic version] *Target Marketing*, 24(6), 38-45.
- Dickerson, C.M. (1998, January). Virtual organizations: From dominance to opportunism. [Electronic version] *New Zealand Journal of Industrial Relations*, 23 (2), 35-46
- Elliott, R. (1994). Exploring the Symbolic Meaning of Brands. *British Journal of Management*, 5 (Special Issue), 13-19
- Ellison, S. (2003, Mar 19). P&G lays out Wella strategy - after \$5.75 billion deal, CEO vows to tread lightly in salons. [Electronic version] *Wall Street Journal (Eastern Edition)*
- Ellison, S., & Sidel, R. (2003, Mar 18). Procter & Gamble may buy Wella. [Electronic version] *Wall Street Journal (Eastern Edition)*

- Fitzpatrick, W.M., & Burke, D.R. (2003). Competitive intelligence, corporate security and the virtual organization. [Electronic Version] *Advances in Competitiveness Research*, 11 (1), 20
- Flatters, P. (2004). The impact of consumer trends on standards. [Electronic Version] *Consumer Policy Review*, 14 (6), 169-176
- Gray, J. (2004). What's your brand worth? [Electronic version] *Canadian Business*, 77(23), 69-72.
- Hill, S. (2004). Where Do the Great Brands Come From? [Electronic version] *Brandweek*.45 (36), 13
- Keller, K.L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57 (January), 1-22
- Kitchens, S. (2002). Puma roars again. [Electronic version] *Forbes*, 169(6), 173.
- Kotler, P. (2003). *Marketing management*. 11th ed. Upper Saddle River, NJ: Pearson Education .
- Leand, J. (2001). Cool Cats. [Electronic version] *Sporting Goods Business*. 34 (8), 44-47
- Meyvis, T., & Janiszewski, C. (2004). When Are Broader Brands Stronger Brands? An Accessibility Perspective on the Success of Brand Extensions. [Electronic version] *Journal of Consumer Research*, 31 (2), 346-357
- Park, C.W., Jaworski, B.J., & MacInnis, D., J. (1986). Strategic Brand Concept-Image Management. *Journal of Marketing*. 50 (October), 135-145

- Park, C.W., Milberg, S. & Lawson, R. (1991), Evaluation of Brand Extensions: The Role of Product Feature Similarity and Brand Concept Consistency. *Journal of Consumer Research*, 18 (2), 185-93
- Petromilli, M. & Morrison, D. (2002). Creating brand harmony. [Electronic version] *Marketing Management*, 11 (4), 16-20
- Petromilli, M; Morrison, D. & Million, M. (2002). Brand architecture: building brand portfolio value. [Electronic version] *Strategy & Leadership*, 30 (5), 22-28
- Porter, M. (1985). *Competitive Advantage*. New York: Free Press
- Ray, S. & Karnitschnig, M. (2004). Puma Does Fancy Footwork to Stay Out of the Mainstream. [Electronic version] *Wall Street Journal*. (Eastern edition), B.1
- Sharp, B. M. (1993). Managing brand extension. [Electronic version] *The Journal of Consumer Marketing*, 10(3), 11-17.
- Sheth, J.N., Newman, B.I., & Gross, B.L. (1991). Why We Buy What We Buy: A Theory of Consumption Values. [Electronic version] *Journal of Business Research*. 22, 159-170
- Steinkirchner, P. (2004). Puma./Völlig durchgedreht. [Electronic version] *Wirtschaftswoche*. 23. p. 42
- Tybout, A.M. & Carpenter, G.S. (n.d.) Creating and Managing Image Brands. In D. Iacobucci (Ed.), *Kellog on Marketing* (pp. 74-102). New York: John Wiley & Sons Ltd.
- Wattanasuwan, K. (2005). The Self and Symbolic Consumption. [Electronic version] *Journal of American Academy of Business*, 6 (1), 179-184

No Author:

A family matter in the hair care sector (2003, April). *Corporate Finance*, Retrieved Mar 10, 2005, from ABI/INFORM Global database. (Document ID: 333184811).

Adidas-Salomon Kennzahlen, (n.d.). Retrieved April 12th, 2005, from http://www.adidas-salomon.com/de/investor/key_financial_data/default.asp

Cities in Germany. (n.d.). Retrieved March 11th, 2005 from http://infos.aus-germanien.de/Liste_der_Gro%C3%9Fst%C3%A4dte_in_Deutschland#Gro.C3.9Fst.C3.A4dte_Deutschlands_nach_deren_Einwohnerzahl

Consolidated financial results 2004, (2005). Retrieved April 12th, 2005, from <http://about.puma.com/news.jsp?id=22&lang=eng>

Dictionary of marketing terms. (n.d.). Retrieved Mar. 08, 2005, from MarketingPower.com Web site: <http://www.marketingpower.com/mg-dictionary-view1712.php>.

Online dictionary. (n.d.) Retrieved Mar 29, 2005, from dictionary.com Web site: <http://dictionary.reference.com/search?q=lifestyle>

Puma Press Release, (2004). Retrieved April 12th, 2005, from <http://about.puma.com/news.jsp?year=04&lang=eng>

Puma Corporate Values. (n.d.). Retrieved March 16th, 2005, from <http://about.puma.com/puma.jsp?type=company&parent=11&id=11&lang=eng>

Puma Company History. (n.d.). Retrieved March 16th, 2005, from <http://about.puma.com/puma.jsp?type=company&parent=13&id=13&lang=eng>

Puma Corporate Strategy. (n.d.). Retrieved March 16th, 2005, from <http://about.puma.com/puma.jsp?type=company&parent=18&id=8&lang=eng>

Puma Company Structure. (n.d.). Retrieved March 16th, 2005, from
<http://about.puma.com/puma.jsp?type=company&parent=10&id=10&lang=eng>

Puma Brand Strategy. (n.d.). Retrieved March 16th, 2005, from
<http://about.puma.com/puma.jsp?type=company&parent=18&id=5&lang=eng>

Special report - brand licensing: joined-up thinking (2004, October 21). *Marketing Week*,
Retrieved Mar 09, 2005, from ABI/INFORM Global database. (Document
ID: 723198081).