

Preface

Internal brand management is an essential component of successful brands and translates into brand equity across all business segments and industries. The internal perspective on brand management is increasingly recognized in research and business, while the international perspective on internal brand management has so far been largely neglected. Global organizations are challenged by the cultural value differences of various constituencies affecting not only commitment levels and thus behavior towards the brand, but also the processing of information and evaluation levels overall. International organizations therefore risk different perceptions of the brand, potentially causing inconsistencies in what is perceived as being aligned to a local understanding of the brand, thereby potentially deviating from a global brand image and brand identity. This research further analyzes the impact of internal branding instruments available to organizations and their impact on brand commitment levels, showing that the relative importance of instruments differ across the samples as well as the relative importance of brand commitment components varies across the groups analyzed.

Writing a PhD is both a challenging and rewarding experience for one to embark upon. However, it is not only a solo journey, as without the guidance, wisdom and mentorship provided by my Doctoral advisor Prof. Dr. Manfred Kirchengorg, this journey would have been quite a different experience. Throughout the course of this research he has been a steadfast motivational figure, whose exceptional competency, insight, and empathetic regard leaves one humbled and grateful.

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Christina Ravens



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