

**BRAND-ADDED VALUE**

**theory and empirical research about  
the value of brands to consumers**

(Merkmeerwaarde: theorie en empirisch onderzoek naar  
de waarde van merken voor consumenten)

**PROEFSCHRIFT**

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Most of the brand and corporate names mentioned in this thesis are claimed or registered as trade marks. A list of brand and corporate names commences on page 255. The brand scores, the blind scores and the brand-added value scores reported on in this thesis are based on non-representative samples of the Dutch population. These scores are meant to test theoretical propositions; therefore no conclusions may be drawn from these scores for the performance of a brand in general.

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