**Onder moeders paraplu? Determinanten en effecten van merkportfoliostategieën**

Cramer, K.V.B.

---

**Citation for published version (APA):**


---

**General rights**

It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

---

**Disclaimer/Complaints regulations**

If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: http://uba.uva.nl/en/contact, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.
Literatuur


*Brand portfolio strategy. Presentatie tijdens Brand Genetics Symposium Brand architecture, Rotterdam.*


www.absatzwirtschaft.de

The effects of extensions on the family brand name: An accessibility-diagnosticity perspective. *Journal of Consumer Research, 27*(December), 371-381.


*Amos 5.0* [Computer software]. Chicago: SmallWaters.


Firm resources and sustained competitive advantage. *Journal of Management, 17*(1), 99-121.


Bedrijven gaan was werknemers doen: Kinderopvang met extra's. (2000, 18 januari). De Telegraaf.


The effects of extensions on brand name dilution and enhancement. Journal of Marketing Research, 35(November), 464-473.

A framework linking intangible resources and capabilities to sustainable competitive advantage. Strategic Management Journal, 14(8), 607-619.

Han, J.K. (1999). 

Heider, F. (1946). 


Portfoliomanagement voor dienstenmerken: 
Over het voorkomen van kapitaalvernieti- ging. Tijdschrift voor Marketing, oktober, 33-37.

Living the brand: How to transform every member of your organization into a brand champion. London: Kogan Page.

Inside out: How employees build value. The Journal of Brand Management, 10(6), 393-402.

's Hertogenbosch: Van Lanschot NV.


*Building leadership brands*. Presentatie tijdens de Corporate versus brand identity conference, Hoofddorp.

Integrated Marketing Communications. Presentatie tijdens GVR presenteert... Amsterdam.


The psychology of associative learning. Cambridge: Cambridge University Press.


Service with a snarl: A brand shouldn’t make service promises it can’t keep. www.emea.yr.com.

*Mass media advertising: information or wallpaper?* Amsterdam: Het Spinhuis.


The CEO as total brand manager. www.bcg.com/publications.


SZW. (1999).
www.szw.nl.


The 100 top brands: Here’s how we calculate the power in a name. (2004). *BusinessWeek*, (August), 68-71.

Thorndike, E. L. (1920).

*Researching brand images: The nature and activation of brand representations in memory*. Amsterdam: SWOCC.


