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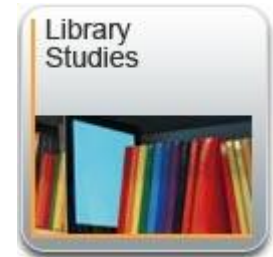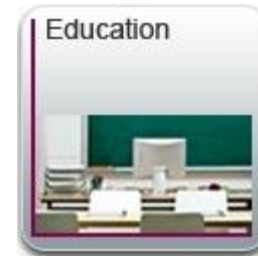**FINANCIAL TIMES**

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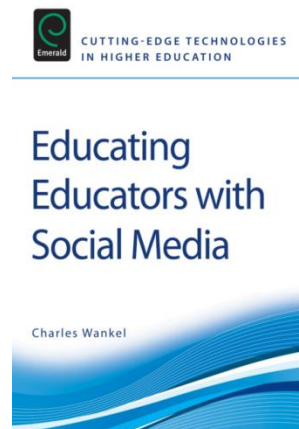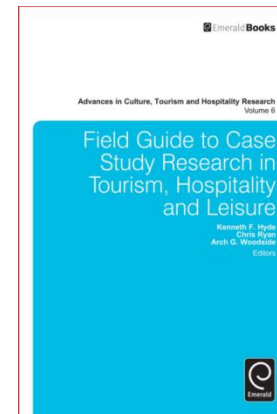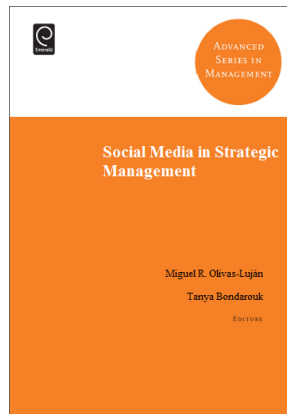| Emerald Subject Collection			
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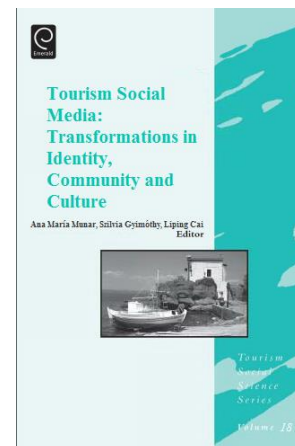
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The Banyan Tree: branding the intangible

-

Case overview – Banyan Tree Hotels and Resorts had become a leading player in the luxury resorts and spa market in Asia. As part of its growth strategy, Banyan Tree had launched new brands and brand extensions that included resorts, spas, retail outlets, and even museum shops. Now, the company had to contemplate how to manage its brand portfolio and expand its business while preserving the distinctive identity and strong brand image of Banyan Tree, its flagship brand.

Teaching Notes for: The Banyan Tree: branding the intangible

Jochen Wirtz

Overview

BTHRs had become a leading player in the luxury resorts and spa market in Asia. As part of its growth strategy, Banyan Tree had launched new brands and brand extensions that included resorts, spas, retail outlets, and even museum shops. Now, the company had to contemplate how to manage its brand portfolio and expand its business while preserving the distinctive identity and strong brand image of Banyan Tree, its flagship brand.

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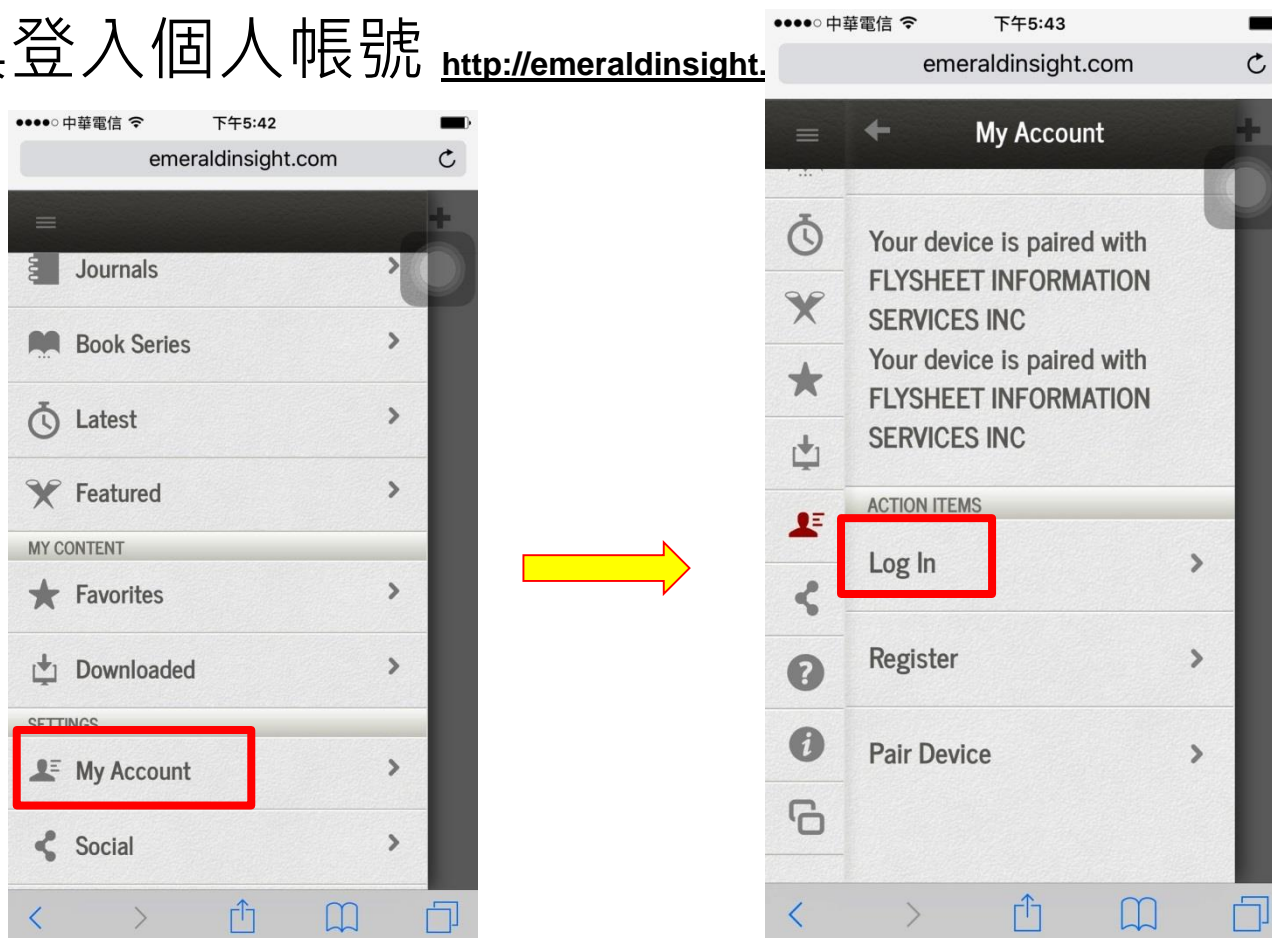
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取得配對碼

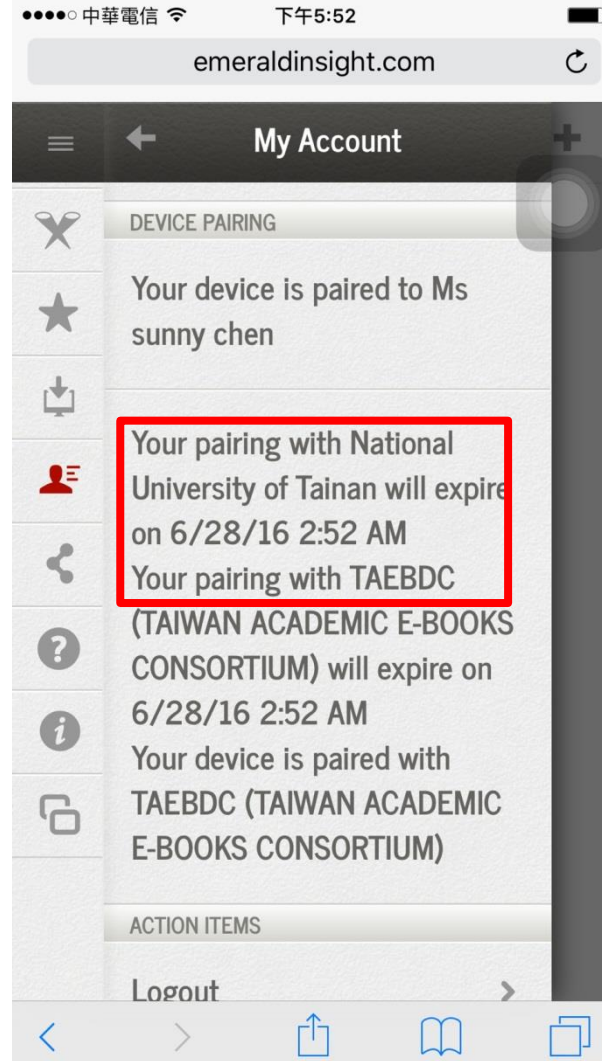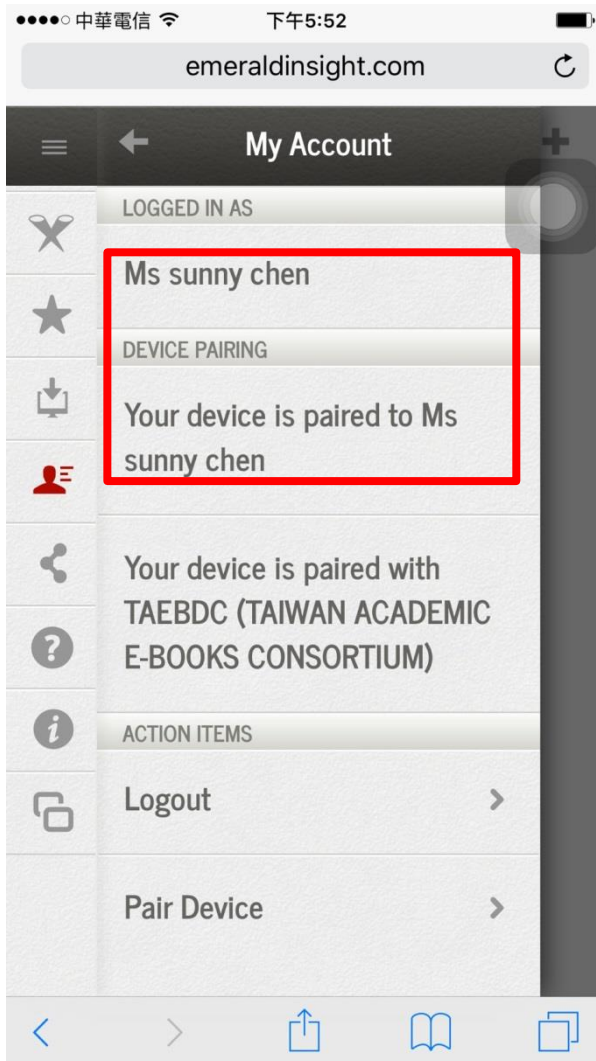# 載具登入 http://emeraldinsight.com
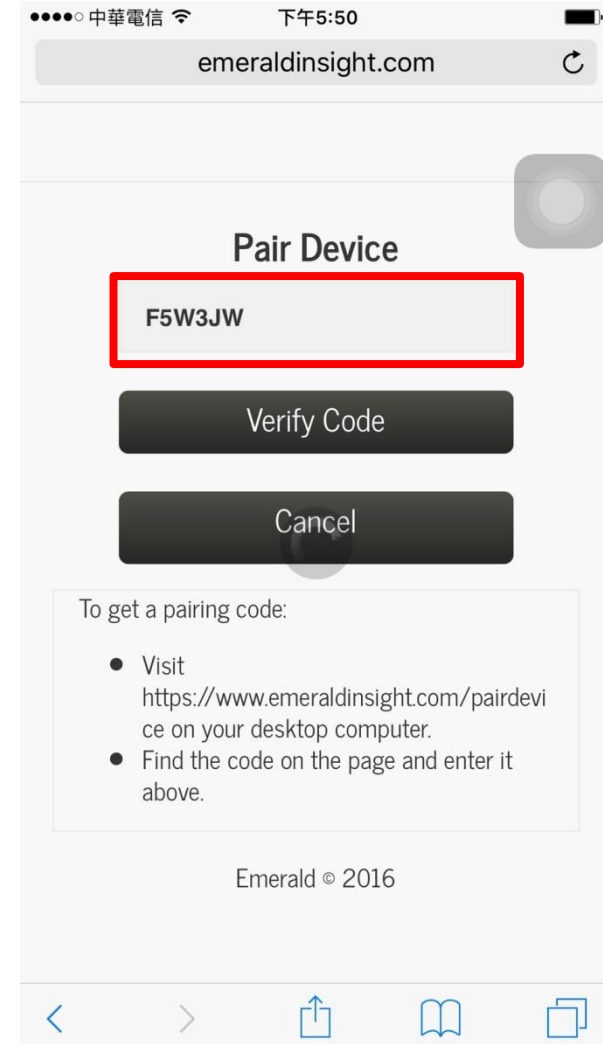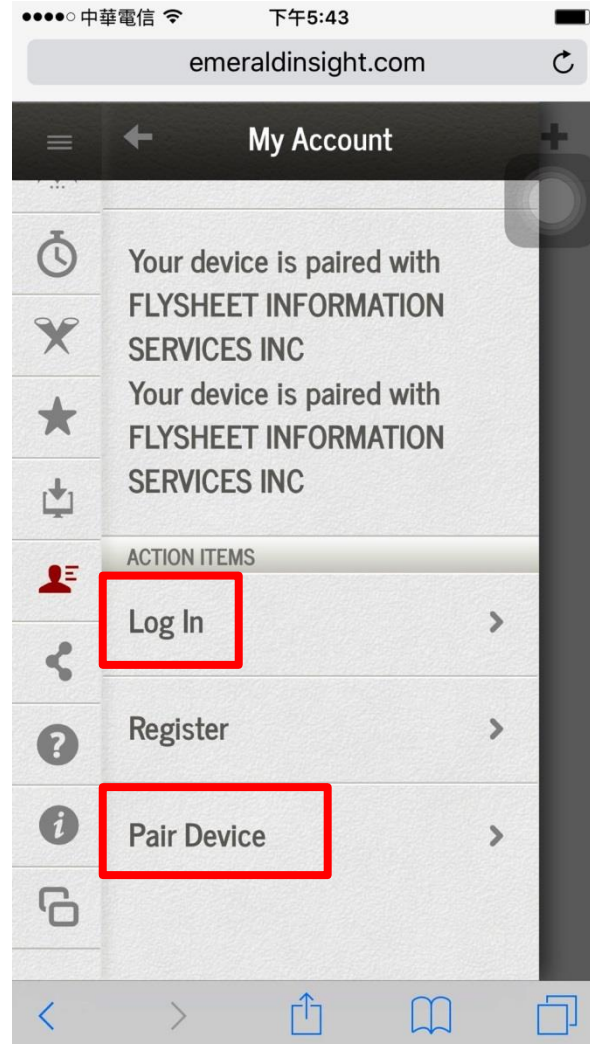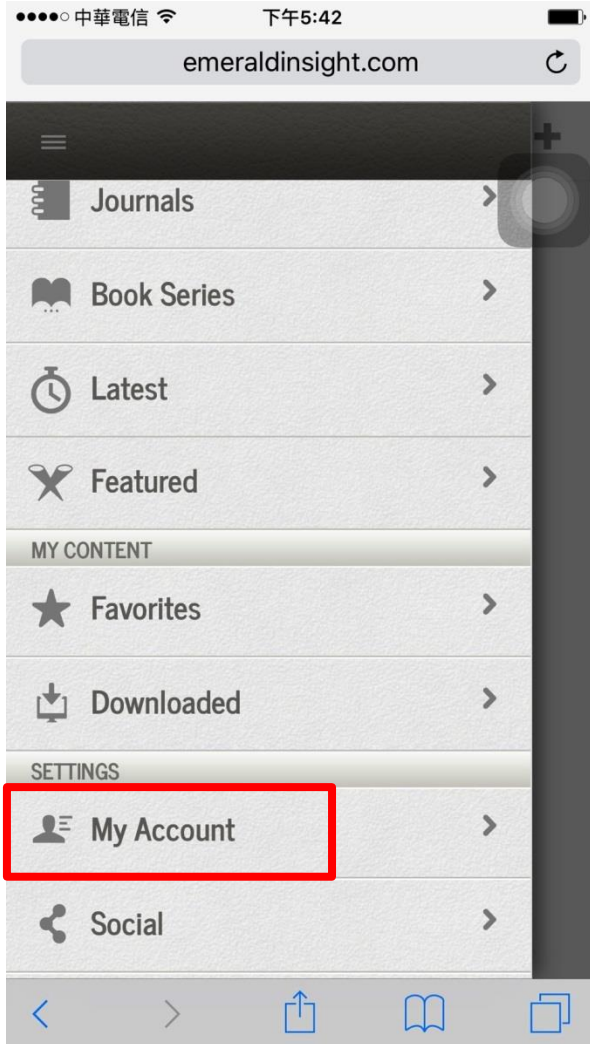
配對期限

1.個人帳戶

2. 配對成功,
可於館外使用180天,
到期後可重新配對

Questions

謝謝聆聽&指教

文崗資訊
(02)2658-9252
apexi@apexi.com.tw