Assessment of Master Thesis

Master Thesis supervisor: Ing. Miroslav Karlíček, Ph.D.

Master Thesis author: Bc. Daniela Hofmannová

Title: Measuring Brand Equity

Demand factors:		
Theoretical background	Average	**Above - average**
Data used	**Average**	Above – average
Methodology used	**Average**	Above - average

Criterion	Scale			
	Excellent	Very good	Satisfactory	Unsatisfactory
Overall objective achievement	X			
Self-reliance of author	X			
Logical structure	X			
Using of literature, citations	X			
Adequacy of methods used	X			
Depth of analysis	X			
Form of MT: text, graphs, tables		X		
Felicitousness	X			

Usefulness of results in practice and theory: average   **above-average**

Discussion topic for defense:

Which of the approaches described in your thesis would be in your opinion most appropriate for managerial practice (e.g. for measurement of brand management effectiveness in a company)?

Master Thesis **is recommended for the defense**
Grade proposed: **Excellent**
Prague, 23rd May 2013

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Signature of academic consultant