Assessment of Master Thesis

Master Thesis opponent: Ing. Martin Machek

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

Discussion topic for defense:
1) Apart from Young and Rubicam and Millward Brown, there are other important models proposed by research agencies such as Ipsos and ACNielsen. Describe their methodology and compare it to models that you presented in your thesis. 2) What is your opinion on the Net Promoter Score model by Fred Reichheld? 3) What is your opinion on the implications of net present value method for brand management? What should brand equity measurement enable to managers based on this financial logic?

Master Thesis **is recommended for the defense**
Grade proposed :   Very good
Prague, 3rd June, 2013

Signature of opponent