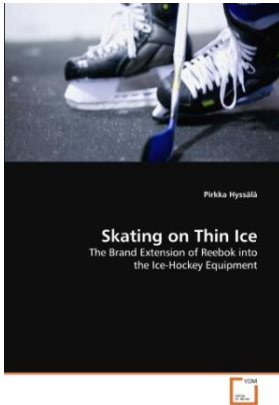


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SKATING ON THIN ICE



VDM Verlag Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 220x150x6 mm. Neuware - The brand extension of Reebok into the ice-hockey market has been an interesting one. Especially in Finland, where this study was made, Reebok's brand was considered everything but masculine like the brand of the game (ice-hockey). This became a interesting base for a study on a brand extension. The study considers the effects of the extension to the original brand and to the newly extended/created brand. There...

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- Authored by Pirkka Hyssälä
- Released at 2011



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