



# Gestão do valor da marca (Portuguese Edition)

*EDUARDO TOMIYA*

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## **Gestão do valor da marca (Portuguese Edition) EDUARDO TOMIYA**

Eduardo Tomiya, um dos maiores especialistas em avaliação de marcas no país, apresenta um conteúdo moderno e diferenciado sobre gerenciamento de valor da marca, um dos principais ativos intangíveis de uma empresa. Gestão do valor da marca: como criar e gerenciar marcas valiosas (Brand Value Management) conta a história da criação de marcas valiosas, além de apresentar um modelo de gestão do valor da marca desenvolvido com base em uma metodologia que combina técnicas quantitativas com uma dimensão econômico-financeira. Apresentando cases reais e analisando estratégias de posicionamento de marcas, o autor demonstra por que as empresas dependem cada vez mais de uma estreita relação entre marketing e financeiro, bem como propõe uma forma concreta de medir o valor da marca.

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