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**Prof. Dr. Franz-Rudolf Esch - profile - EBS**

Currently, Prof. Esch is the best-known actively teaching professor for marketing in Germany. He is regarded as the pope of brands . He has received a number of prestigious awards (e. g. Science Award of the German Marketing Association, Best Textbook Award of the German Academic Association for Business Research, Georg-Bergler Award of

**Der Einfluss von Portfolio-Werbung auf die Einstellung und ...**

die Variation der Kontakth ufigkeit mit Portfolio-Werbung werden weitere Erkenntnisse in Bezug auf die Schemaerweiterung der Dachmarke bei schwachen und starken Marken untersucht.