中文文獻

王文科（1991）。《認知發展理論與教育》。台北：五南。

王石番（1999）。《傳播內容分析法--理論與實證二版》。台北：幼獅文化。

白明勝（1995）。《投入程度、認知需求對廣告說服效果之影響，ELM模式之實證研究》。政治大學國際貿易研究所碩士論文。

朱璞瑄、子鳳（2001）。《體驗品牌：如何建立顧客忠誠度優勢》。台北：經濟新潮社。

李天任、藍莘譯（1995）。《大眾媒體研究》。台北：亞太。（原書: Wimmer, R. D., Dominick, J. R. (1995). *Mass media research.* Belmont, CA: Wadsworth Publishing Company ）

李清華（2005）。《寶潔品牌操作手冊》。台北：憲業企管

李婕（2007）。〈擦亮招牌，品牌再造〉。《貿易雜誌》，195: 8-11 。

邱浩正（2006）。《量化研究與統計分析-SPSS中文視窗版資料分析範例解析》。台北：五南。

邱憶惠（1999）。〈個案研究法：質化取向〉。《國立高雄師範大學教育學系教育研究》，7：113-127。

林磐聳（1991）。《企業識別系統》。台北：藝風堂山版社。

胡政源（2006）。《品牌管理-品牌價值的創造與經營》。台北：新文京開發。

洪忠聖（2004）。《以整合行銷傳播打造感性品牌—SAVRIN汽車個案研究》。國立台灣科技大學設計研究所碩士論文。

范玉玲（2000）。《影響廣告預算編列因素之研究》。銘傳大學傳播管理研究所碩士論文。

張依依（2004）。《世紀老招牌》。台北：商周。

郭瓊俐、曾慧琦、陳柏安（2003）。《品牌策略》。台北：五南。

陳玫真（2000）。〈汽車新產品上市策略之研究〉。《國立台北商專學報》，55：65-90。

陳澤義、盧葦萊（2005）。〈透過品牌要素、廣告代言人形成品牌態度之研究：以少淑女流行服飾為例〉。《東吳經濟商學學報》，55：35-68。

曹銘宗（1995）。《台灣廣告發燒語》。台北：聯經。

傅萊煦（2003）。《定位策略》。台北：滾石文化。

楊孝濚（1981）。《內容分析》。台北：東華。

游映嫻（2005）。《黑松企業文化之研究》。國立中央大學歷史研究所碩士論文。

榮泰生（2000）。《廣告策略》。台北：五南。

劉菊梅（1999）。〈廣告-提升銷售量的主要助力〉。《人力發展理論與實務》，68：34-45。

鄭安鳳、彭書翰（2006）。《廣告與促銷品牌傳播的秘訣》。台北：風雲論壇。

鄭自隆（2002）。〈台灣電視四十年:經營、管理與表現〉。《台灣電視四十年回顧與前瞻研討會論文集》，109-164。

戴國良（2004）。《行銷企劃完全攻略》。台北：中國生產力中心。

戴國良（2006）。〈化妝保養品『品牌再生』行銷策略之研究－以克蘭詩(CLARINS)化妝品為例〉，「國立政治大學第十四屆廣告暨公共關係國際學術與實務研討會」論文。台北市:木柵。

英文文獻

Aaker, D. A. (1984). Product quality: An important strategic weapon, *Business Horizons*, *Morizons*, March-April, 40-43.

Aaker, D. A. (1991a). *Managing brand equity: Capitalizing on the value of a brand Name*, New York:The Free Press.

Aaker, D. A. (1991b). Guarding the power of a brand name. *New York Times*, Dec, 313.

Aaker, D. A.(1996). Building strong brands, measuring brand equity across product and markets. *California Management Review*, *38*(3),102-120.

Aaker, J. L.(1997). Dimensions of brand personality. *Journal of Marketing Research* , *24*(3), 347-356.

Aaker, D. A. , Keller , K. L. (1990). Consumer evaluations of brand extensions. *Journal of Marketing***,** *54*(1), 27-41.

Berry, N. C. (1988). Revitalizing brand, *Journal of consumer Marketing***,** *5*(3) ,15-20.

Biel, A. L. (1993). How brand image drives brand equity. *Journal of Advertising Research, 32*(6),8.

Calantone, R. , Montoya-Weiss, M. M. (1993). Prouct launch and follow on. *Management New Technology Development,* 217-248.

Cheryl, P. (1998). Note on brand resuscitation, *Brandweek***,** *9*(3), 24.

Cheverton, P. (2004). *Key marketing skillsstrategies, tools, and techniques for marketing success*.(2nd ed.). London, Kogan Page.

Cobb-Walgren, C. J., Ruble, C. A. , Donthu , N. (1995). Brand equity, brand preference, and purchase intent. *Journal of Advertising*, *24*(3), 25-40.

Cooper, R. G. (1979).Identifying industrial new product success:Project newprod. *Industrial Marketing Manadement, 8*(2), 124-135.

Di Benedetto, C. A. (1999).　Identifying the key success factors in new product launch. *The Journal of Product Innovation Management, 16*, 530.

Donald, E. S., Dennis M., & William, P. B. (1984). *Strategic advertising Campaigns*. Chicago: Crain Books.

Engel, J. F., Kollat, D. T. & Blackwell, R. D. (1978). *Consumer behavior*, (3rd ed.), New York: Holt, Rinehart and Winston, Inc.

Farguhar, P. (1989). Managing brand equity. *Marketing Research*, *1 (*September), 24-33.

Farguhar, P. (1994). Strategic challenges for branding. *Marketing Management*, *2*, 8-15.

Fill, C. (2002). *Marketing communications: Contexts, strategies and applications*, (3rd ed.). London：Financial Times.

Francois , P. , MacLachlan, D. L. (1995). Ecological validation of alternative customer-based brand strength measures. *International Journal of Research*, *12*, 321-32.

Franzen, G. , Bouwman, M. (2001).*The mental world of brands*, *world advertising research centre,* Henley on Thames.

Hofstede, G. (1991). *Cultures and organizations: Software of the mind*. London: Mcgraw.

Hofstede, G. (2001). *Culture's Consequences*. (2nd ed.). Newbury Park：Sage. McGraw-Hill.

Kapferer, J. (1997). *Strategic Brand Management: Creating and sustaining brand equity long term*. (2nd   ed.). London :Kogan Page.

Kamins, M. A. , Marks, L. J. (1991). The perception of kosher as a third party certification claim in advertising for familiar & unfamiliar brands. *Journal of the Academy of Marketing Science*, *19* (3), 37-59.

Keegan, W.& Moriarty , S. ＆Duncan, T. (1991). *Marketing*, NJ :Prentice Hall.

Keller, K. L. (2003). *Building, measuring, and managing brand equity* (2nd ed.). NJ:Pearson Education.

Keller, K. L.(1998). *Strategic brand management*. New Jersey: Prentice Hall, Inc.

Kelly, G. E.＆Kathleen, A. (1998). An investigation of consumer reactions to the use of different brand name. *Journal of Product and Brand Managemen*t, *7* (1), 41-50.

Kirmani, A. ＆Peter W. (1989). Money talks: advertising extravagance and perceived product quality. *Journal of Consumer Research*, *16* (December), 344-353.

Kleinschmidt , E. L. ＆Cooper, R. G. (1995). The relative importance of new product success determinants –Perception versus reality. *R＆D Management,* (3),281-298.

Kolter, P. (1997). *Marketing management-analysis, planning, implementatiion, and Control*. Englewood Cliffs, NJ: Prentice-Hall.

Kolter, P. (1999). *Marketing management- an asia perspective* , (2nd ed.). NJ:Prentice -Hall Inc.

Kolter, P. (2000). *Marketing management: Designing and managing services*, (10th ed.). Prentice -Hall Inc.

Korgaonkar, P. K., Moschis, G. P. ＆ Bellenger, D. N. (1984). Correlates of successful advertising campaigns. *Journal of Advertising Research, 24* (1), 47-53.

Link , P. L. (1987).Keys to new product success and failure. *Industrial Marketing Management, 16*, 190-198.

Moriarty, S. (1982).How to produce an effective television commercial, *Journal of Advertising*, *11*(3), 46-47.

Nelson, P. (1974). Advertising as information. *Journal of Political Economy*, *82*

(4), 729-754.

Pamela W. H., Joseph A. C. , Siew M. L.＆ Bernd S. (2003). Building strong
   brand in Asia: Selecting the visual components of image to maximize brand
   strength. *Research in Marketing, 20,* 297-313.

Park, C. W., Joworski, B. J＆MachInnis, D. J.(1986). Strategic brand
   concept-image management. *Journal of Marketing*, *50*(4),135-145.

Plummer, J. T. (1974). The concept and application of life style segmentation. *Journal
   of Marketing*, *38*, 33-37.

Ries, A.＆Trout, J. (1986). *Positioning: The battle for your mind*, New York:Mc
   Graw-Hill

Samiee, S. (1994). Customer evaluation of products in a global market. *Journal of
   International Business Studies*, 25(3), 579-604.

Sharp, B. M. (1993). Managing brand extension. *The Journal of Consumer
   Marketing*, *10*: 11-17.

Solomon, M. R. (1995). *Consumer behavior: Buying, having, and being*. (10th ed.). NJ:
   Prentice-Hall.

Tauber, E. M. (1981).　Brand franchise extension: New product benefits from
   existing brand names. *Business Horizons*, *24*: 36.

Venktesh, B. M. (2005). *Issues in brand rejuvenation strategies*,Mysne,
   India:SDM-IMD.

Yin, R. K.（1984）.*Case study research：Design and method*. Beverly Hills, CA:Sage.