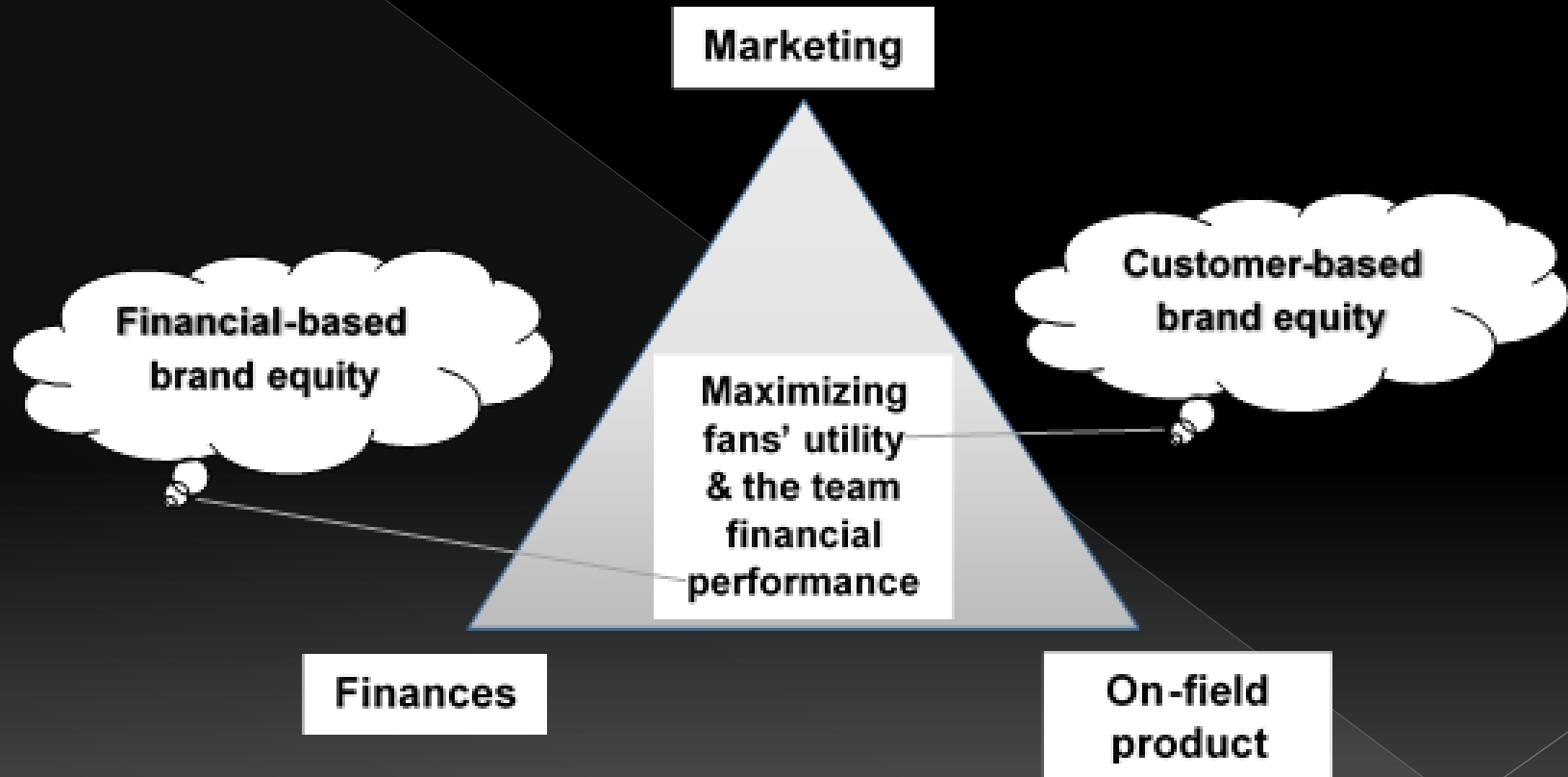


How to maximize financial and customer-based brand equity



Adapted from: [Richelieu, 2019, p. 13.](#)