Stellingen behorende bij het proefschrift

A Double-Edged Sword:
Studies on the Benefits and Risks of Brand Leveraging Strategies

van

Jing Lei

1. Any sharp sword has double edges, so do brand leveraging strategies. (This dissertation, chapter 1)

2. Service guarantees reduce risk perceptions by both serving as a positive signal to reduce uncertainties and by minimizing adverse consequences if services fail. (This dissertation, chapter 3).

3. Brands are vulnerable not just to the risks inherent in their own products and actions, but also to those of other brands in the brand network. (This dissertation, chapter 4)

4. By using a brand architecture strategy, managers can achieve clarity and synergy among multiple brands in a brand portfolio. (This dissertation, chapter 6).

5. Nothing is more difficult than expressing profound meanings with the simplest language.

6. The time spent on sharpening a knife will not delay the cutting. *Chinese old saying*


8. Complaining to oneself is a good exercise before complaining to other people. That way, one learns a better way to complain and will not be complained.

9. One can never truly appreciate the meaning of “Persistence” before finishing a Ph.D.

10. It is only theoretically correct to say “absence makes the heart grow fonder”.