Developing an Internet-Based Application Calculating Brand Value by Hirose Method

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Abstract

Today, as we call it information era, while the differentiation in products and services according to competition is at the forefront, the importance of intangible assets is increasing day by day. Since the 1980s, the company has begun to acquire, brand value has gained importance due to the increase in mergers and transfers. Today, brand value has become an extremely important element in terms of investors, producers, retailers and consumers. The increase of the brand value has also raised the necessity of monetary terms. In this study; methods commonly used in the calculation of brand value have been briefly examined and it is aimed to be able to calculate and report brand values by the internet application and "Hirose Method" is taken as basis. In this way, the Hirose method, which requires complex computational process, is developed as software and it is aimed to realize the calculations fast. HTML, CSS, Javascript and PHP software languages are used in the development of the application and a performance-oriented approach has been followed with AJAX technique. Comparison of the developed application with manual calculation methods and consistent results have been obtained.

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