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CCS A 00



**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

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Brand valuation -- Requirements for monetary brand valuation

品牌评价 品牌价值评价要求

(English Translation)

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What this standard covers

This standard specifies the brand value calculation procedures and methods requirements.
This standard specifies the brand evaluation framework, including the purpose, evaluation basis for evaluating the approach, evaluation methods and qualified data sou

Document data

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