

Internal cannibalization of university brands in the process of enlargement and merger

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Abstract

This article deals with the phenomenon of cannibalization in marketing as a negative impact of one product's sales on the image of another product of the same entity within the umbrella brand. The brand cannibalization is discussed in the context of internal competition between subdivisions of an merged institution having one scientific orientation. At some point cannibalization might become a strategic management option in the process of restructuring.

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Keywords

Brand cannibalization, Branding, Higher education, Restructuring, Strategy