

than specific product-related characteristics, however the company believes that the overall effect is significant.

A further example of this “recognition” and branding factor is Philips’ activities in Poland. Philips has established sites in Poland, taking over former Polish factories. The company has started an environmental improvement program which has given Philips major recognition all over the country in terms of their brand position.

References

Henk de Bruin, Head, Corporate Environmental and Energy Office, Philips N.V.