

# 1. CONTAGION

If one brand has a problem, the rest can be affected.



## 2. CONFUSION

People want a choice between brands, not within them.



# 3. CONTRADICTION

The brand may not easily travel across cultural boundaries.



# 4. COMPLEXITY



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GE Commercial Finance

GE Healthcare

GE Industrial

GE Infrastructure

GE Money

NBC Universal

A brand portfolio  
can easily become  
overgrown.

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Capital Solutions  
Corporate Financial Services  
Healthcare Financial Services  
Real Estate

Diagnostic Imaging  
Global Services  
Clinical Systems  
Life Sciences  
Medical Diagnostics  
Integrated IT Solutions  
Interventional, Cardiology  
and Surgery

Consumer & Industrial  
Electrical Distribution  
Equipment Services  
GE Fanuc  
Inspection Technologies  
Plastics  
Security  
Sensing

Aviation  
Commercial Aviation Services  
Energy  
Energy Financial Services  
Oil & Gas  
Transportation  
Water & Process Technologies

Americas  
Europe, Middle East & Africa  
Asia Pacific

Networks  
Cable  
Film  
Parks & Resorts