

**THE VALUE OF REPUTATION AND BRAND POWER IN THE  
TELECOMMUNICATIONS SERVICES MARKET BASED ON THE  
RANKING OF POLISH BRANDS**

**Summary**

The article analyzes the selected categories associated with the brand: the value of the brand's reputation and its power on the telecommunications market. The aim of the paper is an analysis of the market transformation of Polish brands, the analysis of rankings in various categories, evaluating the causes of changes in the market. The results of the analyzed studies in the area of telecommunication brands come from the Ranking of the most valuable Polish brands.

*Translated by Joanna Rosa*