The Dimensions Of Brand Familiarity Michael Korchia

Presents the papers that promote theory and research on important substantive and methodological topics in the field of human resources management. This title collects papers on important issues in the field of human resources management, including insights on employment branding, family owned firms, virtual global teams and intrinsic motivation.

The GCBME Book Series aims to promote the quality and methodical reach of the Global Conference on Business Management & Entrepreneurship, which is intended as a high-quality scientific contribution to the science of business management and entrepreneurship. The Contributions are the main reference articles on the topic of each book and have been subject to a strict peer review process conducted by experts in the fields. The conference provided opportunities for the delegates to exchange new ideas and implementation of experiences, to establish business or research connections and to find Global Partners for future collaboration. The conference and resulting volume in the book series is expected to be held and appear annually. The year 2019 theme of book and conference is "Creating Innovative and Sustainable Value-added Businesses in the Disruption Era". The ultimate goal of GCBME is to provide a medium forum for educators, researchers, scholars, managers, graduate students and professional business persons from the diverse cultural backgrounds, to present and discuss their

researches, knowledge and innovation within the fields of business, management and entrepreneurship. The GCBME conferences cover major thematic groups, yet opens to other relevant topics: Organizational Behavior, Innovation, Marketing Management, Financial Management and Accounting, Strategic Management, Entrepreneurship and Green Business.

Seminar paper from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2, University of Vienna (Marketing), course: Special Topics in Fashion and Brand Marketing, 19 entries in the bibliography, language: English, abstract: Increasingly, brands are seen as important in creating individual identity, a sense of achievement and individuality for consumers. It is clear that positioning a brand trough a clear and consistent image building campaign is a cornerstone of brand marketing. It is also evident that certain brand dimensions and associations lead to increased marketplace recognition and economic success for brand owners, as a result the value consumers place on them. Marketers spend millions of dollars each year to identify well defined, strong brand images and to support them. A company's economic superiority is frequently implied by the strength of its brand name giving it the ability to differentiate itself and improve its competitiveness. (Nykiel, 1997) Park, Jaworski and MacInnis (1986) noted that consumer needs could be classified in functional or symbolic needs. The functional needs are related to specific and practical consumption problems, whereas symbolic

needs are related to self image and social identification. (Subodh Bhat, 1998) Therefore they mentioned that all brand should have a "brand concept," which is an overall abstract meaning that identifies a brand. Also, there are different types of motivations among each individual, and these motivations drives their needs either to be functional or symbolic in nature. Thus, functional needs of consumers could be exploited with a functional brand, one positioned with a functional brand concept. A brand could be also positioned as a "symbolic" brand for consumers who whish to enhance their self image or their social image. (Park, 1991)

Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers. To achieve this goal, companies must utilize current digital tools to create a strong online presence. Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications is an innovative reference source for the latest academic material on emerging technologies, techniques, strategies, and theories in the promotion of brands through forms of digital media. Highlighting a range of topics, such as mobile commerce, brand communication, and social media, this multi-volume book is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

Bringing together theories and concepts from brand management, consumer culture theory, marketing, communications, and design, this book provides an understanding of

how organisations can successfully develop, market, and manage their brands. It draws extensively from scholarly research published in social sciences and humanities to provide a detailed discussion of the process of brand management and development. This book explores how organisations can design brand identities, develop brand marketing programmes, measure brand performance, and sustain brand equity, combining psychological, sociological, cultural, and management perspectives. It provides numerous examples that contextualise theory, enabling the reader to understand how past and present branding campaigns and strategies can be deconstructed, analysed, and evaluated, using these theoretical insights.With end-of-chapter case studies on Burberry, Juventus F.C., Pukka Herbs, YO!, and many other European and global brands, Strategic Brand Management and Development is an essential text for students in marketing, brand management, and consumer research, or for anyone interested in understanding the extraordinary power and scope of brands and branding in contemporary post-modern society.

This book focuses on the emergence of new frames of political engagement underpinned by concepts in marketing, management, and organisation. It goes beyond political electioneering and campaigning and considers business theories such as market research, segmentation, social media, brand architecture, and human resources. With contributions from a range of skilled experts, Political Marketing and Management in Ghana emphasises and provides insights on the symbols-oriented

approach of political campaigning in Africa, and distinguishes this from the technology-driven process of the west. Offering a total understanding of African politics and its supply and demand interactivity between key actors, this book is of great use to academics interested in political science, communications, marketing, and business and management.

The tourism industry is a multi-billion dollar enterprise, with more people from all cultures and nationalities choosing to spend their leisure time traveling and visiting new locations. To exploit this burgeoning market, tourism agencies must carefully consider the desires and goals of travelers from around the world. The Handbook of Research on Global Hospitality and Tourism Management contributes to the body of knowledge on travel and tourism by presenting a global view of the hospitality industry, including theoretical research into industry trends as well as case studies from around the world. This handbook provides travel agents, owner-operators, and students and researchers in the hospitality industry with the latest research, findings, and developments in the field. Within this handbook of cutting-edge research, readers will find chapters and cases on topics such as travel and tourism in a global economy; local, glocal, and international hospitality; challenges in environmental management; cultural cuisine; and destination management, among others.

Managing Brand EquitySimon and Schuster

This handbook analyzes the main issues in the field of hospitality marketing by focusing

on past, present and future challenges and trends from a multidisciplinary global perspective. The book uniquely combines both theoretical and practical approaches in debating some of the most important marketing issues faced by the hospitality industry. Parts I and II define and examine the main hospitality marketing concepts and methodologies. Part III offers a comprehensive review of the development of hospitality marketing over the years. The remaining parts (IV–IX) address key cutting-edge marketing issues such as innovation in hospitality, sustainability, social media, peer-to-peer applications, Web 3.0 etc. in a wide variety of hospitality settings. In addition, this book provides a platform for debate and critical evaluation that enables the reader to learn from the industry's past mistakes as well as future opportunities. The handbook is international in its constitution as it attempts to examine marketing issues, challenges and trends globally, drawing on the knowledge of experts from around the world. Because of the nature of hospitality, which often makes it inseparable from other industries such as tourism, events, sports and even retail, the book has a multidisciplinary approach that will appeal to these disciplines as well as others including management, human resources, technology, consumer behavior and anthropology.

The value of advertising has always been an effective way to increase consumerism among customers. Through the use of emotional branding, companies and organizations can now target new and old patrons while building a strong relationship

with them at the same time, to ensure future sales. Driving Customer Appeal Through the Use of Emotional Branding is a critical scholarly resource that examines the responses consumers have to differing advertising strategies, and how these reactions impact sales. Featuring relevant topics such as multisensory experiences, customer experience management, brand hate, and product innovation, this publication is ideal for CEOs, business managers, academicians, students, and researchers that are interested in discovering more effective and efficient methods for driving business. This innovative work provides a state-of-the-art overview of current thinking about the development of brand strategy. Unlike other books on branding, it approaches successful brand strategy from both the producer and consumer perspectives. "The Science and Art of Branding" makes clear distinctions among the producer's intentions, external brand realities, and consumer's brand perceptions - and explains how to fit them all together to build successful brands. Co-author Sandra Moriarty is also the author of the leading Principles of Advertising textbook, and she and Giep Franzen have filled this volume with practical learning tools for scholars and students of marketing and marketing communications, as well as actual brand managers. The book explains theoretical concepts and illustrates them with real-life examples that include case studies and findings from large-scale market research. Every chapter opens with a mini-case history, and boxed inserts featuring quotes from experts appear throughout the book. "The Science and Art of Branding" also goes much more deeply than other

works into the core concept of brand equity, employing new measurement systems only developed over the last few years.

This book highlights cutting-edge ecodesign research, covering product and service design, smart manufacturing, and social perspectives in ecodesign. Featuring selected papers presented at EcoDesign 2019: 11th International Symposium on Environmentally Conscious Design and Inverse Manufacturing, it also includes diverse, interdisciplinary approaches to foster ecodesign research and activities. In the context of Sustainable Development Goals (SDGs), it addresses the need for the manufacturing industry to design innovations for sustainable value creation, taking into account technological developments, legislation, and consumer lifestyles. Further, the book discusses the concept of circular economy, which originated in Europe and aims to increase resource efficiency by shifting away from the linear economy. Focusing on product life cycle design and management, smart manufacturing, circular economy, and business strategies, and providing useful approaches and solutions to these emerging concepts, this book is intended for both researchers and practitioners working in the broad field of ecodesign and sustainability.

To survive in today's competitive and globalized business environment, marketing professionals must look to develop innovative methods of reaching their customers and stakeholders. Examining the relationship between culture and marketing can provide companies with the data they need to expand their reach and increase their profits.

Global Branding: Breakthroughs in Research and Practice provides international insights into marketing strategies and techniques employed to create and sustain a globally recognized brand. Highlighting a range of pertinent topics such as brand communication, consumer engagement, and product innovation, this publication is an ideal reference source for business executives, marketing professionals, business managers, academicians, and researchers actively involved in the marketing industry. Edited in collaboration with the Academy of Marketing Science, this book contains the full proceedings of the 2014 Academy of Marketing Science World Marketing Congress held in Lima, Peru. The key challenge for marketers during the last two decades has been assuring high satisfaction and strong customer loyalty. Today, consumers' ever-changing desires, instantaneous communication through social media and mobile technology and an unstable global economic climate all come together to stir up market turbulence. This volume explores how traditional and modern marketing practices facilitate development of new and innovative products, help create increased product/service differentiation, ensure better service quality, and most of all, create value for stakeholders even in such a turbulent business environment. Showcasing cross-cultural research from academics, scholars and practitioners from around the world, this volume provides insight and strategies for various marketing issues in today's emerging markets. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena

related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. With an impressive list of contributing authors, How to Use Advertising to Build Strong Brands is a single "knowledge bank" of theory and practice for advertising students and professionals."--BOOK JACKET.

As technology continues to drive innovation and impact societies across multiple national boundaries and cultures, new approaches towards marketing products must be created and implemented to be successful in an era of hypercompetition. Transcultural Marketing for Incremental & Radical Innovation provides in depth discussion on tactics for improving existing products while inventing completely new products and product categories. This publication will prove to be helpful for scholars, practitioners, and university students who wish to better understand the importance of marketing products and services across different cultures and

multiple languages.

In the globalized world of today, a well-elaborated, long-term oriented nation branding strategy can help nations to improve and to better control of their nation image. Nation branding activities increase the countries' competitiveness in the global marketplace, and help to foster the tourism arrivals, inward foreign direct investment flows and exports, and further, they help to attract talented workforce and students. Despite its growing importance, most Latin American countries still have not engaged enough in the area of nation branding, and mostly only focus their activities on the tourism promotion. The region's countries have a good image regarding soft factors such as their people and tourism attractions but have a weak image regarding their products and investment opportunities. Brazil has a relatively good nation image in many dimensions but still has not developed an extensive nation branding strategy. Chile and Colombia are among the Latin American countries which have started to conduct more complete nation branding activities. Although, such advances can be observed, there is still a lot of improvement potential in the nation branding practices of Latin American countries.

Social media is fundamentally changing the way travellers and tourists search, find, read and trust, as well as collaboratively produce information about tourism

suppliers and tourism destinations. Presenting cutting-edge theory, research and case studies investigating Web 2.0 applications and tools that transform the role and behaviour of the new generation of travellers, this book also examines the ways in which tourism organisations reengineer and implement their business models and operations, such as new service development, marketing, networking and knowledge management. Written by an international group of researchers widely known for their expertise in the field of the Internet and tourism, chapters include applications and case studies in various travel, tourism and leisure sectors.

Loyalty is one of the main assets of a brand. In today's markets, achieving and maintaining loyal customers has become an increasingly complex challenge for brands due to the widespread acceptance and adoption of diverse technologies by which customers communicate with brands. Customers use different channels (physical, web, apps, social media) to seek information about a brand, communicate with it, chat about the brand and purchase its products. Firms are thus continuously changing and adapting their processes to provide customers with agile communication channels and coherent, integrated brand experiences through the different channels in which customers are present. In this context, understanding how brand management can improve value co-creation and

multichannel experience—among other issues—and contribute to improving a brand's portfolio of loyal customers constitutes an area of special interest for academics and marketing professionals. This Special Issue explores new areas of customer loyalty and brand management, providing new insights into the field. Both concepts have evolved over the last decade to encompass such concepts and practices as brand image, experiences, multichannel context, multimedia platforms and value co-creation, as well as relational variables such as trust, engagement and identification (among others).

The most important assets of any business are intangible: its company name, brands, symbols, and slogans, and their underlying associations, perceived quality, name awareness, customer base, and proprietary resources such as patents, trademarks, and channel relationships. These assets, which comprise brand equity, are a primary source of competitive advantage and future earnings, contends David Aaker, a national authority on branding. Yet, research shows that managers cannot identify with confidence their brand associations, levels of consumer awareness, or degree of customer loyalty. Moreover in the last decade, managers desperate for short-term financial results have often unwittingly damaged their brands through price promotions and unwise brand extensions, causing irreversible deterioration of the value of the brand name.

Although several companies, such as Canada Dry and Colgate-Palmolive, have recently created an equity management position to be guardian of the value of brand names, far too few managers, Aaker concludes, really understand the concept of brand equity and how it must be implemented. In a fascinating and insightful examination of the phenomenon of brand equity, Aaker provides a clear and well-defined structure of the relationship between a brand and its symbol and slogan, as well as each of the five underlying assets, which will clarify for managers exactly how brand equity does contribute value. The author opens each chapter with a historical analysis of either the success or failure of a particular company's attempt at building brand equity: the fascinating Ivory soap story; the transformation of Datsun to Nissan; the decline of Schlitz beer; the making of the Ford Taurus; and others. Finally, citing examples from many other companies, Aaker shows how to avoid the temptation to place short-term performance before the health of the brand and, instead, to manage brands strategically by creating, developing, and exploiting each of the five assets in turn Winner of the 2019 Robert Picard Book Award The Handbook of Media Management and Economics has become a required reference for students, professors, policy makers and industry practitioners. The volume was developed around two primary objectives: assessing the state of knowledge for the key

topics in the media management and economics fields; and establishing the research agenda in these areas, ultimately pushing the field in new directions. The Handbook's chapters are organized into parts addressing the theoretical components, key issues, analytical tools, and future directions for research. With its unparalleled breadth of content from expert authors, the Handbook provides background knowledge of the various theoretical dimensions and historical paradigms, and establishes the direction for the next phases of research in this evolving arena of study. Updates include the rise of mobile and social media, globalization, audience fragmentation and big data.

Globalization has produced opportunities and challenges that countries and firms respond to with a variety of policies and strategies. Approaches that scholars may find intuitively appealing may be considered inappropriate in some contexts. This book highlights the diversity of challenges, opportunities as well as the policy and strategy options that governments and businesses have considered useful in different operational contexts. It brings together research done by scholars at the International Business Centre, Department of Business and Management at Aalborg University, Denmark, and seeks to provide inspiration for further research into some key international business issues.Issues discussed include the following: A* The role of social capital in the internationalization process of firms. A* Downstream and upstream

aspects of internationalization. A* Network organizational perspective on globalized innovation processes. A* Performance assessment in cross-border mergers and acquisitions. A* The human side of national and firm-level competitiveness. A* Country-of-origin effect on brand perception. A* Role of culture international joint venture management. A* Multiculturalism and strategizing in international firms.

When apparel companies and retailers attempt to strengthen their established brands and existing markets, there are two primary strategies for companies and retailers: 1) adopting a new designer for an existing brand to attract a new target customer, and/or 2) adding a product design line to an existing brand to be a focus for a new target customer. The purpose of this study was to investigate how the rebranding strategy of adopting a new designer or a new product design line influences consumers' perceptions of brand personality and brand familiarity in relation to the Eddie Bauer brand. A two x two factorial between-subjects design was conducted to examine consumers' perceptions of brand personality and brand familiarity. The two independent variables were a new designer and a new product design line. This research included one control group as a base for comparisons. Each participant was presented with one of four manipulated buying scenarios with an advertisement during the course of the experimental procedure. Participants were recruited from four specifically selected classes in the Department of Design and Human Environment at Oregon State University. A total of 164 college students volunteered to participate in the surveys.

Frequency distributions, descriptive statistics, correlations, MANOVA and One-Way ANOVA were used in the data analyses. In the test of correlation among variables, brand familiarity was found to be related to the brand personality dimensions of competence, sincerity, excitement, and ruggedness. The findings indicated that consumers' perceptions of brand personality and brand familiarity did not vary based on the rebranding strategy of adopting a new designer associated with the Eddie Bauer brand. The results of ANOVA analysis indicated that the rebranding strategy of adopting a new product design line that appeals to a younger demographic affects consumers' perceptions of the brand personality of ruggedness. The results of MANOVA indicated that the rebranding strategy of adopting a new designer and a new product design line affected consumers' perceptions of the brand personality of sophistication. These results point to the conclusion that of the three hypothesized rebranding strategies, only the two that targeted a new demographic affected consumer perception of brand personality. The results of this study implied that a rebranded brand only exposed through new advertisements is not enough to change consumers' perceptions of brand personality and brand familiarity. These findings suggest that when apparel companies and retailers want to employ rebranding strategies, both the marketing mix and marketing communication mix (promotion mix) should be considered. Thus, consumers can experience an inclusive representation of a marketing agent's idea, and gain more understanding about the rebranded brands,

increasing their perceptions of brand personality and brand familiarity.
Interdisciplinary approaches are critical to solve the interesting problems of the day.
This volume seeks to capture and synthesize the knowledge in the area of branding,
product design, innovation, and strategic thought in international marketing.
We are delighted to introduce the proceedings of The International Conference on
Environment and Technology of Law, Business and Education on Post Covid 19 – 2020
(ICETLAWBE 2020). This conference is organized by Faculty of Law Universitas
Lampung, Coorporation With Universiti Teknologi MARA Cawangan Pulau Pinang
Malaysia, STEBI Lampung Indonesia, Asia e University Malaysia, Rostov State
University Russia, University of Diponegoro Indonesia, IAIN Palu Indonesia, Universitas
Dian Nusantara Jakarta Indonesia, Universitas Islam Indonesia Yogyakarta Indonesia,
Universitas Trunojoyo Madura Indonesia, STEBIS IGM Palembang Indonesia,
Universitas Katolik Parahyangan Bandung Indonesia, Universitas Jenderal Achmad
Yani (UNJANI) Bandung Indonesia, Akademi Farmasi Yannas Husada, Bangkalan
Indonesia and Universitas Saburai Lampung Indonesia. This conference has brought
researchers, developers and practitioners around the world who are leveraging and
developing technology and Environmental in Business, Law, Education and Technology
and ICT. The technical program of ICETLAWBE 2020 consisted of 133 full papers. The
conference tracks were: Track 1 - Law; Track 2 – Technology and ICT; Track 3 -
Business; and Track 4 - Education.

Martin G. Walser breaks with the well established "advertising paradigm", which postulates that strong brands are above all the result of advertising. Instead, he focuses on "experiential information", i.e. the consumers' experience with the brand, as a main source of brand strength.

Food and Wine Festivals and Events Around the World is a pioneering text that recognises the importance of this rapidly growing aspect of the tourism industry. Food and wine festivals and events play a significant role in rural and urban development and regeneration and the impacts of these events can be far ranging at a social, political, economic and environmental level. This innovative book recognises the development of food and wine festivals as a part of regional and national tourism strategies and uses international case studies to illustrate practice and contextualise theory. Bringing together an international contributor team of experts, this is the first book to study this profitable and expanding area of the tourism industry and provides a unique resource for those studying in the fields of tourism, event management and culinary arts.

In this special collection of over 304 peer-reviewed papers, are to be found some original ideas and angles on every aspect of Automation, Communication, Architectonics and Materials. Researchers here exchange their innovative ideas and new perspectives. The book will provide invaluable guidance to scientists, physicists, chemists and teachers concerning the topics covered. Volume is indexed by Thomson Reuters CPCI-S (WoS).

This volume explores the interconnection of social, political, technological and economic challenges that impact consumer relationships, new product launches and consumer interests. Featuring contributions presented at the 2019 Academy of Marketing Science (AMS) World Marketing Congress (WMC) held in Edinburgh, Scotland, the theme of this proceedings draws from the Scottish Enlightenment movement of the mid-Eighteenth Century, which centered on ideas of liberty, progress and the scientific method. The core values of this movement are being challenged by the rapidly changing, globally shifting and digitally connected world. The contributions presented in this volume reflect and reframe the roles of marketers and marketing in incorporating and advancing the ideas of the Scottish Enlightenment within contemporary marketing theory and practice. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. The series deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review (AMSR). Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

The Handbook of Brand Management Scales is a concise, clear and easy-to-use collection of scales in brand management. Scales are a critical tool for researchers measuring consumer insights, emotions and responses. Existing handbooks of marketing scales do not include (or

include very few) scales related to brand management constructs. This book is the first to meet this need. Sample scales include brand personality, brand authenticity, consumer–brand relationships and brand equity. Each scale is included with a clear definition of the construct it is designed to benchmark, a description of the scale itself, how to use it and examples of possible applications in managerial and academic contexts. A much-needed reference point, this is a unique, vital and convenient volume that should be within reach of every marketing scholar's and manager's desk.

The application of marketing and management concepts to sports products and services is vital to the success of the industry. When appealing to the target audience of an event, it is essential to construct a strong marketing plan by utilizing emergent technologies and strategies. Sports Media, Marketing, and Management: Breakthroughs in Research and Practice is a comprehensive reference source for the latest scholarly material on the effectiveness of current methodologies and theories, in an effort to improve promotional activities, management, and the organization of all aspects of the sports industry. Highlighting a range of pertinent topics, such as brand management, social media, and sports tourism marketing, this publication is ideally designed for students, researchers, academicians, professionals, and practitioners as well as scientists and executive managers interested in the marketing strategies of sporting media and events.

The world of brands is undergoing a sea change in the domain of consumer culture, and it has become a challenge to cater to the taste and needs of audiences. The process of creating iconic brands varies from product to product and market to market. Effective branding strategies are imperative for success in a competitive marketplace. Brand Culture and Identity:

Concepts, Methodologies, Tools, and Applications is a vital reference source for the latest research findings on the use of theoretical and applied frameworks of brand awareness and culture. Highlighting a range of topics such as consumer behavior, advertising, and emotional branding, this multi-volume book is ideally designed for business executives, marketing professionals, business managers, academicians, and researchers actively involved in the marketing industry.

In a world dependent on digital technologies, business corporations continually try to stay ahead of their competitors by adopting the most updated technology into their business processes. Many companies are adopting digital transformation models, data analytics, big data, data empowerment, and data sharing as key strategies and as service disruptors for information delivery and record management. Higher education institutions have adopted digital service innovation as a core to driving their business processes. Such services are key to ensuring efficiency and improving organizational performance. Digital Transformation and Innovative Services for Business and Learning is a collection of innovative research on the latest digital services and their role in supporting the digital transformation of businesses and education. While highlighting topics including brand equality, digital banking, and generational workforce, this book is ideally designed for managers, executives, IT consultants, industry professionals, academicians, researchers, and students.

In the rapidly changing landscape of society, understanding how consumers make purchasing decisions is essential to the success of any product or service organization. As such, marketing professionals are looking for more effective ways to promote their goods and services to their customers. Analyzing Attachment and Consumers' Emotions: Emerging

Research and Opportunities is a critical scholarly resource that examines the application of attachment theory to consumer brands and products. Featuring coverage on a broad range of topics, such as customer satisfaction, brand evaluation, and brand authenticity, this book is geared towards marketing professionals, consumer researchers, international business strategists, scholars, and graduate-level students.

The marketing of tourist destinations requires continuous strategic planning and decision making. This book provides researchers and practitioners with an in-depth understanding of different tourism products, marketing strategies and destination branding tactics, as well as useful insights into sustainable and responsible tourism practices.

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