

Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

## The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

Presenting the basics of brand management, the book provides both a theoretical and practical guide to brands, placing emphasis on the theory that the consumer is a co-creator in a brand's identity. In a world in which social media and inclusive digital platforms have increased customer engagement, the role of brands and branding has changed. The line between the producer and the consumer has become blurred; consumers are no longer the recipients of brand identity, but the co-creators, playing a significant role in shaping new products and systems. To help students better understand the basics of brand management, and the co-creation theory, the book includes a collection of geographically diverse case studies, including: Burger King, Lego, Lynx, Maserati, HSBC and Vegemite. The book is complemented by online resources for lecturers and students, including PowerPoint slides, journal articles, web and video links, and a selection of exclusive videos with a professional brand consultant. Suitable reading for students of branding and brand management modules.

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

Strategic Brand Management 2e provides a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and strategic brand management. Strategic brand management involves the design and implementation of marketing programmes and activities to build, measure, and manage brand equity. The book aims to provide managers with concepts and techniques to improve the long-term profitability of their brand strategies. It incorporates current thinking and developments on these topics from both academics and industry participants. It also combines a comprehensive theoretical foundation with numerous practical insights to assist managers in their day-to-day and long-term brand decisions.

Examine luxury branding on a global scale, with more than fifty cutting edge contributions from the foremost thought leaders in luxury management and marketing. The Management of Luxury, second edition, presents a unique snapshot of best practice insights into the increasing challenges faced in luxury business, with contributions shared by more than fifty global leaders on luxury management. The highly renowned editors draw these together into one essential handbook, ranging from luxury brand strategy, luxury consumer behaviour and market positioning, through to management succession, heritage, counterfeiting and competing effectively as a luxury SME. Fully updated in its

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

second edition, The Management of Luxury explores the newly evolving direction of Asian market trends and how to integrate digitalization into sales and product strategies. Both are crucial for competitive advantage in the luxury market, featured alongside iconic case studies such as Burberry, Louis Vuitton and Leica. The book's value is not only in streamlining management processes and return on investment; but equally for those who marvel at an industry unlike any other, striving to trust both in the conventional and innovate new paths towards the extraordinary. Highly influential, applicable and enlightening, it is a vital addition to every luxury business manager's collection.

Brand Management: Mastering Research, Theory and Practice is a valuable resource for those looking to understand how a brand can be conceptualized and thus managed in all its complexity. Going beyond the 'quick fixes' of branding, it offers a comprehensive overview of brand management theories from the last 35 years. A highly regarded textbook, this fully updated third edition brings fresh perspectives on the latest research in, and analysis of, the various approaches to brand management. More than 1,000 academic sources have been carefully divided into a taxonomy with eight schools of thought – offering depth, breadth and precision to one of the most elusive management disciplines of our time. Perfectly marrying theory with practice, this comprehensive text is particularly

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

useful for advanced undergraduate and postgraduate students of brand management, strategy and marketing.

Adopted internationally by business schools, MBA programmes and marketing practitioners alike, The New Strategic Brand Management is simply the reference source for senior strategists, positioning professionals and postgraduate students. Over the years it has not only established a reputation as one of the leading works on brand strategy, but has also become synonymous with the topic itself. Jean-Noël Kapferer covers all the leading issues faced by the brand strategist today, supported by an array of international case studies. With both gravitas and intelligent insight, it reveals new thinking on topics such as putting culture and content into brands, the impact of private labels, the new dynamics of targeting and the comeback of local brands. This updated fifth edition of The New Strategic Brand Management builds on its impressive reputation by including new information to enable students and practitioners to stay up to date with targeting, adding recent research and market knowledge to the discipline. With dedicated sections for specific types of brands (luxury, corporate and retail), international examples and case studies from companies such as Audi, Nivea, Toyota and Absolut Vodka, plus, among other things, models and frameworks such as the Brand Identity Prism, it remains at the forefront of strategic brand thinking.

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

This book addresses the No 1 challenge of all major luxury brands today: How can these brands pursue their growth yet remain luxury? How do you reconcile growth and rarity? Kapferer on Luxury offers a selection of the most recent and insightful articles and original essays on the luxury growth challenge from Jean-Noël Kapferer, a world-renowned luxury analyst. Each chapter addresses a specific issue relating to the luxury growth challenge such as sustaining the 'luxury dream', adapting the internet to luxury demands, re-widening the gap with premium brands' competition, and the importance of non-delocalization. It also explores in detail facing the demand of the Chinese clients, rising sustainable quality and experiential standards, developing real luxury services and managing luxury brands within groups without diluting their equity and more. As such, Kapferer on Luxury is the perfect and timely resource for luxury executives, communication managers, luxury observers and advanced students willing to deepen their understanding of this major luxury challenge.

"The art of building sales is, to a large extent, the art of building brands. After reading Kapferer's book, you'll never again think of a brand as just a name. Several exciting new ideas and perspectives on brand building are offered that have been absent from our literature".--Philip Kotler".An invaluable reference for designers, marketing managers and brand managers alike".--Design magazine.

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

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.

The amount and range of brand related literature published in the last fifty years can be overwhelming for brand scholars. This Companion provides a uniquely comprehensive

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

overview of contemporary issues in brand management research, and the challenges faced by brands and their managers. Original contributions from an international range of established and emerging scholars from Europe, US, Asia and Africa, provide a diverse range of insights on different areas of branding, reflecting the state of the art and insights into future challenges. Designed to provide not only a comprehensive overview, but also to stimulate new insights, this will be an essential resource for researchers, educators and advanced students in branding and brand management, consumer behaviour, marketing and advertising.

Brand management just got easier Successful brands provide meaning: a higher purpose, a vision of a better future, a code of values, and a culture that drives performance. Brands with meaning stand out in their marketplace and attract like-minded people: customers, employees, suppliers and investors. Successful brand management clearly differentiates organizations, products and services from their competitors and inspires advocacy from all stakeholders. Building a strong brand takes much more than a week: it requires an on-going commitment to excellence. This updated second edition of Brand Management In A Week provides a proven seven-day program on the principles of brand management. It takes you from the conceptual and planning stage through to implementation and sustainability. It's packed with tips and insights gained from decades of industry experience to help you jump-start your brand and give you the tools and confidence to manage it through the hurdles of the business

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

landscape. Each of the seven chapters in Brand Management In A Week covers a different aspect: - Sunday: Determine your brand focus - Monday: Define your brand strategy - Tuesday: Express your brand through its identity - Wednesday: Evolve your brand culture - Thursday: Build your employer brand - Friday: The importance of design - Saturday: Sustaining the brand

Used on professional and academic courses worldwide, Kapferer's guide to brand management is supported by an array of international case studies, offering practical guidance and revealing new thinking in the field.

The Luxury Strategy, written by two world experts on the subject, provides the first rigorous blueprint for the effective management of luxury brands and companies at the highest level. It rationalizes those business models that have achieved profitability and unveils the original methods that were used to transform small family businesses such as Ferrari, Louis Vuitton, Cartier, Chanel, Armani, Gucci, and Ralph Lauren into profitable global brands. By defining the differences between premium and luxury brands and products, analysing the nature of true luxury brands and turning established marketing 'rules' upside down, it has established itself as the definitive work on the essence of a luxury brand strategy. This fully revised second edition of The Luxury Strategy explores the diversity of meanings of 'luxury' across different markets. It also now includes a section on marketing and selling luxury goods online and the impact of social networks and digital developments, cementing its position as the authority on

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

luxury strategy.

This volume provides a comprehensive, up-to-date treatment of the subject of brands, brand equity and strategic brand management. It provides insights into how profitable brand strategies can be created by building, measuring and managing brand equity. This book aims to uncover the hidden and unexploited power of leveraging from the concept of brand and brand building for B2B marketers. It focuses on the need of B2B marketing from the point of view of Indian markets and economic conditions at home. With extensive discussions on the three most respected corporate brands in India—Tata, Larsen & Toubro and Infosys—the author demonstrates how these companies have created value through brands and how their branding initiatives are benchmarks in their journey to success.

This is one of the first books to probe deeply into the art and science of branding industrial products. The book comes at a time when more industrial companies need to start using branding in a sophisticated way. It provides the concepts, the theory, and dozens of cases illustrating the successful branding of industrial goods. It offers strategies for a successful development of branding concepts for business markets and explains the benefits and the value a business, product or service provides to industrial customers. As industrial companies are turning to branding this book provides the best practices and hands-on advice for B2B brand management.

Since the 1980s, brands and the management of brands have attracted an enormous

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

amount of interest. Companies became acutely aware of how their brand image could mean the difference between success and failure . Brand Management: A theoretical and practical approach gives insight into this phenomenon, moving from the history of the brand to how to develop, manage and protect brands. Brand Management: A theoretical and practical approach takes a decision-making approach to the subject, structured around the decisions a brand or product manager would face when considering their own brand strategy, covering topics such as design, judicial protection, adverse publicity and financial-brand valuation.

Adopted internationally by business schools, MBA programs, and marketing practitioners, The New Strategic Brand Management is the reference source of choice for senior strategists, positioning professionals and postgraduate students. Over the years it has established a reputation as one of the leading works on brand strategy. The fifth edition builds on this impressive reputation and keeps the book at the forefront of strategic brand thinking, with dedicated sections for specific types of brands (luxury, corporate and retail), international examples, and case studies from companies such as Audi, Nivea, Toyota and Absolut Vodka. Explaining the latest techniques used by companies worldwide, author Jean-Noël Kapferer covers all the leading issues faced by brand strategists today. With both gravitas and intelligent insight, the book reveals new

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

thinking on topics such as putting culture and content into brands, the impact of private labels, the new dynamics of targeting and the comeback of local brands. In this book a comprehensive coverage of major retailing topics and contemporary issues in retailing and branding is given, including many cases and practical examples. Besides introducing the topic strategic planning in retailing and fundamentals in the fields of the marketing mix in retailing, this book builds on e-tailing and digitalization. Moreover, trends and developments in consumer behavior and consumers' purchase decisions, especially in the fast moving consumer goods market, are explained. Furthermore, this book builds on the major topic strategic brand management and branding decisions in general and in particular within the retail landscape.

This book is the definitive resource for understanding the phenomena and process of personal brand management as it becomes increasingly valued in a global economy. By providing a research-based, theoretical framework, the author distills the concept of personal branding as it is applicable to individuals throughout all stages of career development as well as across industries and disciplines. Extensively researched with numerous case studies, this book clearly outlines the strategic process of evaluating the economic value of a personal brand to manage and scale it accordingly. The author, an expert in the field of

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

personal brand strategy and management, argues that a business is what a person or organization does, but the brand is what people expect from that person or organization. The two must align, and the book's conceptual framework explains the theory and practice behind personal branding to accomplish this synergism. The consequence of the digital age is unprecedented visibility for individuals and businesses. As they engage with one another in more and more virtual spaces, the need for understanding and managing the evolving complexity of this 'personal' engagement is an economic reality. For this reason, the framework in this title provides insight and perspective on all phases of a brand in its recursive life cycle both on and offline. By providing clarity and structure to the topic as well as practical theory for its application, this title is the ultimate primer on personal branding in theory and practice.

"What's in a brand? the logic of branding -- Brand identity -- Sources of identity -- Creating a brand -- Managing the time factor: identity and change -- Brand extension -- Brand-product relationships -- The brand portfolio -- Going international -- Brand, products, enterprise and institution -- Financial evaluation of brands."

Are the 'classical' rules of brand management obsolete? These rules were created over 50 years ago in the United States under very different market

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

conditions and realities. Since then, textbooks and current thinking have been replete with the same simplistic models of branding, which are looking increasingly out of date.

Kapferer's essential, definitive reference source on brand management and strategic brand thinking for all marketing professionals and students.

The New Strategic Brand Management Advanced Insights and Strategic Thinking  
Kogan Page Limited

University branding has increased substantially, due to demands on universities to enrol greater numbers of students, rising tuition fees, the proliferation of courses, the growing 'internationalization' of universities, financial pressures, and reliance on income from foreign students. As higher education continues to grow, increased competition places more pressure on institutions to market their programs. Technological, social, and economic changes have necessitated a customer-oriented marketing system and a focus on developing the university brand. This book is unique in providing a composite overview of strategy, planning, and measurement informed by ground-breaking research and the experiences of academics. It combines theoretical and methodological aspects of branding with the views of leading exponents of branding in different contexts and across a range of higher education institutions. Expert contributors from

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

research and practice provide relevant and varying perspectives allowing readers to access information on international trends, theory, and practices about branding in higher education. Readers are exposed to the critical elements of strategic brand management, gain insights into the planning process of higher education branding, and gain a solid understanding of the emerging research area of branding concepts in higher education. Advanced students, and researchers will find this book a unique resource and it will also be of interest to brand practitioners in both education and public sector markets.

"Beloved Brands is a book every CMO or would-be CMO should read." Al Ries With Beloved Brands, you will learn everything you need to know so you can build a brand that your consumers will love. You will learn how to think strategically, define your brand with a positioning statement and a brand idea, write a brand plan everyone can follow, inspire smart and creative marketing execution, and be able to analyze the performance of your brand through a deep-dive business review. Marketing pros and entrepreneurs, this book is for you. Whether you are a VP, CMO, director, brand manager or just starting your marketing career, I promise you will learn how to realize your full potential. You could be in brand management working for an organization or an owner-operator managing a branded business. Beloved Brands provides a toolbox intended to help you every day in your job. Keep it on your desk and refer to it whenever you need to write a brand plan, create a brand idea, develop a creative brief, make advertising decisions or lead a deep-dive business review. You can even pass on

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

the tools to your team, so they can learn how to deliver the fundamentals needed for your brands. This book is also an excellent resource for marketing professors, who can use it as an in-class textbook to develop future marketers. It will challenge communications agency professionals, who are looking to get better at managing brands, including those who work in advertising, public relations, in-store marketing, digital advertising or event marketing. "Most books on branding are really for the MARCOM crowd. They sound good, but you find it's all fluff when you try to take it from words to actions. THIS BOOK IS DIFFERENT! Graham does a wonderful job laying out the steps in clear language and goes beyond advertising and social media to show how branding relates to all aspects of GENERAL as well as marketing management. Make no mistake: there is a strong theoretical foundation for all he says...but he spares you the buzzwords. Next year my students will all be using this book." Kenneth B. (Ken) Wong, Queen's University If you are an entrepreneur who has a great product and wants to turn it into a brand, you can use this book as a playbook. These tips will help you take full advantage of branding and marketing, and make your brand more powerful and more profitable. You will learn how to think, define, plan, execute and analyze, and I provide every tool you will ever need to run your brand. You will find models and examples for each of the four strategic thinking methods, looking at core strength, competitive, consumer and situational strategies. To define the brand, I will provide a tool for writing a brand positioning statement as well as a consumer profile and a consumer benefits ladder. I have created lists of potential functional and emotional benefits to kickstart your thinking on brand positioning. We explore the step-by-step process to come up with your brand idea and bring it all together with a tool for writing the ideal brand concept. For brand plans, I provide formats for a long-range brand

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

strategy roadmap and the annual brand plan with definitions for each planning element. From there, I show how to build a brand execution plan that includes the creative brief, innovation process, and sales plan. I provide tools for how to create a brand calendar and specific project plans. To grow your brand, I show how to make smart decisions on execution around creative advertising and media choices. When it comes time for the analytics, I provide all the tools you need to write a deep-dive business review, looking at the marketplace, consumer, channels, competitors and the brand. Write everything so that it is easy to follow and implement for your brand. My promise to help make you smarter so you can realize your full potential.

The Consumer Mind explores the relationship between consumers and brands, analysing the types of communication and their perception of brands. Based on research from Millward Brown, one of the world's leading research agencies, it provides expert advice for marketing practitioners on how brands, products, services and communications reach the mind of the consumer. With insights based on the latest advances in neuroscience and psychology, it analyses the daily mental functions of consumers, in relation to others and their environment, and the implications for brands. The Consumer Mind encourages marketers to think about people and their everyday lives, enabling them to influence the way that their brands are perceived and to encourage trial and repeat purchases.

The definitive guide to managing a luxury brand, newly revised and updated What defines a luxury brand? Traditional wisdom suggests that it's one that's selective and exclusive—to such a degree that only one brand can exist within each retail category (automobiles, fragrances, cosmetics, etc.). But this definition is inherently restrictive, failing to take into account the way in which luxury brands today are increasingly identified as such by their placement in stores

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

and how consumers perceive them. This revised and updated edition of *Luxury Brand Management*, the first comprehensive book on luxury brand management, looks at the world of branding today. Written by two renowned insiders, the book builds on this new, broader definition of luxury and examines more than 450 internationally known brands from a wide range of industries. Packed with new information covering the financial crisis's impact on luxury brands, and looking towards a new period of growth, the book reconciles management, marketing, and creation with real-life examples and management tools that the authors have successfully used in their professional careers. Includes dedicated chapters focusing on each of the main functions of a luxury brand, including brand creation, the complexity of managing brand identity, the convergence of arts and brands, and much more. Addresses the practical functions that can make or break bottom lines and affect brand perception, such as distribution, retailing, logistics, and licensing. Focuses on brand life-cycle, brand identity, and licensing issues. A compelling and comprehensive examination of the different dimensions of luxury management in various sectors, this new edition of the classic text on brand management is essential reading for anyone working with or interested in making the most of a luxury brand in the post-recession world.

Positioning is hot. Not only in the realm of consumer goods manufacturers, but also for other companies, institutions, governments and even individual persons. An explosion of good quality products on the market and targeted media and advertising campaigns has led to an increasing interest from organizations as to how to strategically position their brand. Up to now, only a few books on positioning were published. *Positioning the Brand* picks up the gauntlet with an approach based on two fundamental choices: Firstly, the book was written from the

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

perspective of the brand manager, and has therefore been shaped as a practical roadmap. Secondly, this book advocates a new stance on positioning, teaching the reader to look from the inside-out, instead of adopting the usual outside-in methodology. This inside-out approach departs from an analysis of the corporate identity, enabling better fulfilment of external positioning, and ensuring internal support. This book is intended for (future) managers, marketing professionals and communication professionals responsible for the commercial success and reputation of a brand. The contents have a practical set-up, reinforced by engaging examples, and enable the reader to individually complete a positioning process. Strategic Brand Management (3rd Edition) lays out a systematic approach to understanding the key principles of building enduring brands and presents an actionable framework for brand management. Clear, succinct, and practical, it is the definitive text on building strong brands. Adopted internationally by business schools and MBA programmes, The New Strategic Brand Management is simply the reference source for senior strategists, positioning professionals and postgraduate students. Over the years it has not only established a reputation as one of the leading works on brand strategy, but also has become synonymous with the topic itself. Using an array of international case studies, Jean-Noël Kapferer covers all the leading issues faced by brand strategists today. With both gravitas and intelligent insight, the book reveals new thinking on topics such as putting culture and content into brands, the impact of private labels and the comeback of local brands. This updated fifth edition of The New Strategic Brand Management builds on its impressive reputation, including new information to enable students and practitioners to stay up to date with targeting, adding recent research and market knowledge to the discipline. With dedicated sections for specific types of brands (luxury,

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

corporate and retail), international examples and case studies from companies such as Audi, Nivea, Toyota and Absolut Vodka; plus models and frameworks such as the Brand Identity Prism; it remains at the forefront of strategic brand thinking.

Presenting some of the most significant research on the modern understanding of luxury, this edited collection of articles from the Journal of Brand Management explores the complex relationships consumers tie with luxury, and the unique characteristics of luxury brand management. Covering the segmentation of luxury consumers worldwide, the specificity of luxury management, the role of sustainability for luxury brands and major insights from a customer point of view, *Advances in Luxury Brand Management* is essential reading for upper level students as well as scholars and discerning practitioners.

For students, managers and senior executives studying Brand Management. Keller's market leading strategic brand management book provides insights into profitable brand strategies by building, measuring, and managing brand equity. The Global Edition strengthens relevance by using locally applicable examples that include Scoot, Hyundai, Etisalat, Qantas, Uniqlo, Mambo. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you will receive via email the code and instructions on how to access this product. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed.

Written by experts on global marketing, *Contemporary Brand Management* focuses on the

## Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

essentials of Brand Management in today's global marketplace. The text succinctly covers a natural sequence of branding topics, from the building of a new brand, to brand extension and the creation of a global brand, to the management of a firm's brand portfolio. The authors uniquely explore global branding as a natural expansion strategy across markets and offer numerous international brands as examples throughout. Designed for shorter strategic branding courses (half-term or 6 weeks in length), this text is the ideal companion for upper-level, graduate, or executive-level students seeking a practical knowledge of brand management concepts and applications.

This text provides readers with a framework of the four key aspects of strategic brand management: building, leveraging, identifying and measuring, and protecting brands. Filled with the latest cutting-edge research, students will learn how to design strategies and tactics to effectively build and manage brands.

Incorporating developments from both academia and industry, this exploration of brands, brand equity and strategic brand management combines a theoretical foundation with numerous techniques and practical insights. Suitable for both graduates and upper-level undergraduates. This book is an original, high-quality collection of chapters about highly topical and important brand management issues, and it shows both theoretical and empiric analysis. The 10 selected chapters are referred, with original contents and rigorous research methodologies, to some important challenges the brand management has to face in the current competitive contexts, characterized by the dominance of the intangible resources and the new information and communication technologies. Written by leading academics, this book is dedicated not only to marketing and management scholars but also to students wanting to investigate the knowledge

# Read Free The New Strategic Brand Management Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

concerning special fields and special brand management themes. As well to the practitioners who can find a wide reference also to the managerial implication from the strategic and operative perspectives.

[Copyright: 7c15b93745b641b5652966114c3a8fa9](https://www.pdfdrive.com/the-new-strategic-brand-management-advanced-insights-and-strategic-thinking-new-strategic-brand-management-creating-sustaining-brand-equity-ebook.html)