

Strategic Brand Management A European Perspective

Brand Management Brand Management Strategic Brand Management Identity-Based Brand Management Brand Management Brand Management Brand Management Strategic Brand Management Brand Management Advanced Brand Management Brand Management Brand Management The New Strategic Brand Management Strategic Brand Management for Small Businesses The New Strategic Brand Management International Employer Brand Management Strategic Brand Management Branding in Action Strategic Brand Management Strategic Brand Management, 3/E H. J. Riezebos Tilde Heding Kevin Lane Keller Christoph Burmann Jaywant Singh Harsh V. Verma Tilde Heding Kevin Lane Keller Emmanuel Mogaji Paul Temporal Paolo Popoli Saurabh Aggarwal Jean-Noël Kapferer Walter Wymer Jean-Noël Kapferer Lena Christiaans Kevin Lane Keller Graham Hankinson Richard H. Elliott Keller

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the goal of this book is not only to give insight into what a successful brand can mean for a company but also to give managers a better feeling of how to adequately develop manage and protect brands

for more than three decades it has been argued that the brand is an important value creator and should be a top management priority however the definition of what a brand is remains elusive brand management research theory and practice fills a gap in the market providing an understanding of different schools of thought in brand management and offers deep insight into the opening question of the opening question of almost every brand management course what is a brand this comprehensive second edition offers an exhaustive scientific analysis of various approaches to brand management developed over the past thirty years it also delivers a thorough understanding of the strategic and managerial implications of different brand perspectives

finely focused on the how to and why throughout this strategy guide provides specific tactical guidelines for planning building measuring and managing brand equity this approach considers why brands are important what they represent to consumers and what should be done by firms to manage them properly

this textbook provides a theoretically based and comprehensive overview of the identity based brand management the focus is on the design of brand identity as the internal side of a brand and the resulting external brand image amongst buyers and other external audiences the authors show that the concept of identity based brand management has proven to be the most efficient management model to make brands a success numerous illustrative practicable examples demonstrate its applicability the content foundation of identity based brand management the concept of identity based brand management strategic brand management operational brand management identity based brand controlling identity based trademark protection international identity based brand management

how are brands created how can their value be measured explore these areas and more with this clear and concise brand management textbook brand management combines practical and real life applications with a range of perspectives and research insights into the theoretical societal and socio cultural contexts to cover all the key aspects of brand management exploring areas such as the key definitions and elements of branding brand loyalty and positioning and brand communication it offers an easy to follow operationalized focus on areas such as measuring brand equity co branding and brand architecture featuring case studies and examples from uber guinness li ning arm hammer balenciaga and netflix brand management also examines new and emerging topics including managing brand crisis brands responsibilities and digital brand analytics it is supported by a range of features such as learning outcomes in practice boxes key concepts and discussion questions and online resources consisting of lecture slides this is an indispensable textbook for undergraduate and postgraduate students of brand management

brands are wealth generators of the 21st century with this in mind brand management focuses on the key decision areas of competition and brand concept of brand brand equity brand over time and branding strategies the theoretical constructs are illustrated using case studies

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 useful for advanced

undergraduate and postgraduate students of brand management strategy and marketing

branding is an increasingly important part of business strategy for all types of businesses including start ups smes ngos and large corporations this textbook provides an introduction to brand management that can be applied to all these types of organizations using story telling to guide the reader through the main concepts theories and emerging issues it offers a theoretical and applied perspective to brand management highlighting the relationship between different brand concepts this textbook explores the role of branding from both a corporate and a consumer perspective and highlights implications for employability and future career options with case studies activities learning objectives and online resources for lecturers this book is an ideal accompaniment for undergraduates post graduates or students who have never studied branding before written in an approachable way it gives readers the basics allowing them to enhance their understanding of the core topics and advance their study further

advanced brand management managing brands in a changing world second edition is a complete guide to managing the most valuable assets in the business world brands in this exciting second edition paul temporal a world renowned brand expert explains how to develop and manage sophisticated strategies that will ensure sustainable brand value dr temporal addresses issues such as how to gain and use valuable consumer insights how to use emotion to secure brand success how to create a brand vision how to create a power brand strategy how to develop positioning strategies that bring outstanding results how to respond to brand architecture challenges what to consider in extending revitalizing repositioning and deleting brands how to build a brand culture engage employees and carry out internal branding how to create a total communications strategy how to address critical issues in brand management and the role of speed agility and innovation how to structure brand guardianship and management how to track brand success more than 40 case studies including both successful and unsuccessful international brand management initiatives illustrate practical applications of the topics covered new cases include google twitter myspace facebook zara opus chivas regal mtv p g coca cola absolut nike lg apple the obama presidential campaign plus more this stimulating book also features a brand management toolkit an invaluable collection of questions exercises and notes culled from dr temporal s wealth of experience the toolkit will provide you with your own personal consultancy checklists and support helping to improve and secure your brand equity whether you are in control of an established company starting up a new one or have responsibility for a brand in a particular industry or sector advanced brand management is an indispensable resource

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 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

brand equity and strategic brand management combine a comprehensive theoretical foundation with numerous techniques and practical insights for making better day to day and long term brand decisions and thus improving the long term profitability of specific brand strategies this book is prepared for specific tactical guidelines for planning building measuring and managing brand equity it includes numerous examples virtually on every topic representing the brain trust in brand management the book of brand management presents the highly sophisticated branding techniques used by some of the world's leading companies strategies such as brand stretching and brand architecture are described especially as tools for managing the total brand experience and value the book also includes a brand management toolkit which provides checklists and exercise as well as global and asian case studies

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 also has become synonymous with the topic itself the new edition builds on this impressive reputation and keeps the book at the forefront of strategic brand thinking revealing and explaining the latest techniques used by companies worldwide author 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 the book reveals new thinking on a wealth of topics including brand architecture and diversity strategies market adaptation approaches positioning in the private label and store brand environment and much much more whether you work for an international company seeking to leverage maximum financial value for your brand or whether you are looking for practical guidance on brand management itself kapferer's market leading book is the one you should be reading to develop the most robust and watertight approach for your company

with small businesses the business is the brand in contrast to corporations that have a portfolio of branded products therefore effective brand management is dependent upon the business growing its brand into a strong brand this comprehensive textbook helps students to navigate the dynamic world of branding for small and medium sized enterprises it provides a strong conceptual and analytical foundation to brand management that can be applied to small business it also addresses the unique challenges and opportunities that small businesses face in establishing nurturing and leveraging their brands for long term success each chapter features learning objectives vignettes key terms chapter discussion questions and mini cases to assist in teaching from this text powerpoint slides test banks sample syllabi and sample student projects are available to professors and lecturers online written in a direct accessible style for easy learning and understanding complex concepts and ideas this book is ideal for advanced undergraduate and graduate course work as well as small to medium sized business professionals

praise and reviews the best book on brands yet design magazine new exciting ideas and perspectives on brand building are offered that have been absent from our literature philip kotler s c johnson sons distinguished professor of international marketing northwestern university kellogg school of management managing a brand without reading this book is like driving a car without your license haesun lee senior vice president of marketing amorepacific co korea kapferer s hierarchy of brands is an extraordinary insight sam hill and chris lederer authors of the infinite asset harvard business school press one of the definitive resources on branding for marketing professionals worldwide vikas kumar the economic times india one of the best books on brand management kapferer is thought provoking and always able to create new insights on various brand related topics rik riezboos ceo brand capital and director of eurib european institute for brand management the first two editions of strategic brand management were published to great critical acclaim the new strategic brand management has been rewritten and fully revised to bring readers absolutely up to date with the dramatic changes that have taken place in brand management worldwide dealing with the concept and practice of brand management in its totality it is packed with fresh examples and case studies of brands from all over the world paying particular attention to global brands it also looks at the hype surrounding branding and stresses the role of sound business decisions when building a brand there are several new chapters including brand and business building the challenge of growth in mature markets managing retail brands plus completely new sections on innovation and its role in growing and reinventing brands and corporate branding the new strategic brand management will provide all marketing and brand managers with a thorough understanding of the new rules of brand management and how to put them into practice

the increasing globalization of business activities forces companies to recruit highly skilled employees all over the world in order to attract these talents employers have to differentiate themselves through a unique employer brand appealing to diverse target audiences however in the absence of research on international students preferences for employer characteristics it is difficult for multinational companies to decide on a feasible degree of employer brand standardization lena christians investigates the impact of between country differences such as in national culture or economic wealth on students preferences in relation to individual differences of students within the same country in combination with a segmentation of the european graduate market the results provide readers with inside on which elements of the employer value proposition are suitable for standardization in which target groups

this is the ebook of the printed book and may not include any media website access codes or print supplements that may come packaged with the bound book incorporating the latest industry thinking and developments this exploration of brands brand equity and strategic brand management combines a comprehensive theoretical foundation with numerous techniques and practical insights for making better day to day and long term brand decisions and thus improving the long term profitability of specific brand strategies

strategic brand management second edition adopts an innovative socio cultural perspective that provides students with an understanding of the dynamics of the field and

enables them to engage with the issues that lie within at the same time the text also integrates more traditional notions of the brand in terms of equity and positioning the wide experience of the author team from consulting with industry leaders to teaching demanding mba and executive development courses has resulted in a text full of exciting ideas that are firmly grounded in managerial implications and applications building on a solid theoretical foundation the authors also apply theory to examples throughout helping students to understand the practical applications of brand management by using a wealth of new and up to date illustrative examples and case material including coverage of high tech innovation they have created a text that is both cutting edge in terms of theory and also accessible to students

keller strategic brand management 3e provides insights into how to create profitable brand strategies by building measuring and managing brand equity

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