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Since the 1980s, brands and the management of brands have attracted an enormous amount of interest. Companies became acutely aware of how their brand image could mean the difference between success and failure . Brand Management: A theoretical

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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

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Undergraduate and postgraduate students of brand management, strategy and marketing.

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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

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And Practical Approach 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.

For over two decades, it has been argued that the brand is an important value creator and should therefore be a top management priority. However, the definition of what a brand is remains elusive. This comprehensive textbook presents

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the reader with an exhaustive analysis of the scientific and paradigmatic approaches to the nature of brand as it has developed over the last twenty years. Taking a multi-disciplinary approach and offering an exhaustive analysis of brand research literature, it delivers a thorough understanding of the managerial implications of these different approaches to the management of the brand. Brand Management: Research, Theory and Practice fills a gap in the market, providing an understanding of how the nature of brand and the idea of the consumer differ in these approaches and offers in-depth insight into the opening question of almost every brand

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management course: "What is a brand?"

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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

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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

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video links, and a selection of exclusive videos with a professional brand consultant.

Suitable reading for students of branding and brand management modules.

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

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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.

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

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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 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

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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.

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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. Case studies include the Canterbury Crusaders, KVD Beauty, Kodak, Yamaha, Ottobock

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

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text is the ideal companion for upper-level, graduate, or executive-level students seeking a practical knowledge of brand management concepts and applications.

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