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Management Keller 3rd Edition

Strategic Brand Management Keller 3rd Edition

**This book is an original, high-
quality collection of chapters**

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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

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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

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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

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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.

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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

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'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

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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

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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,

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strategy and marketing.

Incorporating the latest industry thinking and developments, this exploration of brands, brand equity, and strategic brand management combines a comprehensive theoretical

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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.

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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,

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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

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Best Practice Cases in Branding Strategic and Operational Marketing

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Marketing Strategy

A European Perspective

Strategic Brand Management

Marketing Management

***Advertising Confluence offers
a unique blend of both
traditional and contemporary***

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social media thinking about advertising and integrated brand promotions throughout the world. Dr. Arora Anshu and Dr. Sabine Bacouel-Jentjens bring together articles that analyze creative social advertising in US,

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France, and Tunisia and offer a wide spectrum of advertising confluence from both the developed and emerging world. Contributors focus on both empirical studies with practical application as well as

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examinations of theoretical and methodological developments in the field of advertising studies. In all, they examine the wide range of global and local advertising strategies, the depth of integrated marketing

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communications, and the future of social media advertising.

This is the 14th edition of 'Marketing Management' which preserves the strengths of previous editions while introducing new material and

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structure to further enhance learning.

This book offers insights, knowledge and perspectives on Asian brands and branding as a strategic tool and provides a comprehensive framework for understanding

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Asian branding strategies and Asian brands, including success stories and challenges for future growth and strengths. The book includes theoretical frameworks and models and up-to-date case studies on

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***Asian brands
In Strategic Brand
Management, Alexander
Chernev, professor of
marketing at the renowned
Kellogg School of
Management at Northwestern
University, lays out a***

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systematic approach to understanding the key principles of building enduring brands. This book presents a cohesive framework for brand management that delineates the unique role of brands as a

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means of creating market value. Topics covered include developing a meaningful value proposition, designing brand attributes, developing an impactful brand communication campaign, managing brand portfolios,

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cobranding, brand repositioning and realignment, managing brand extensions, measuring brand impact, the legal aspects of protecting the brand, and developing a strategic brand management plan. Clear,

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***succinct, and practical,
Strategic Brand Management
is the definitive text on
building strong brands.
Text and Cases
Mastering Research, Theory
and Practice
A Step-by-Step Project Guide***

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***Contemporary Research
Perspectives
Strategic Brand Management,
3rd Edition
The Future of Branding***

Adopted internationally by
business schools and MBA

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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

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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

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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

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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

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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),

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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

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thinking.

New ideas change the world.

From social movements to scientific discovery the power of an idea is to reshape the world, who we are, and how we live. Changes in the

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increasingly dynamic competitive environment require a focus on what should be done, not just what is currently done. The inspiration for this book is to provide an outlet for cogent ideas that will

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help managers build and maintain brands in the future marketplace. Written by the leading minds management from around the globe who are redefining best practices in managing brands, It examines

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the future of branding on key concepts including brand performance management, brand strategy, brand building, revitalizing brands, brand valuation, brand analysis, brand protection, and brand

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experience. The all-star team includes: Martin Roll, Kevin Lane Keller, Don E. Schultz, Bernd Schmitt, Jean-Noel Kapferer, , V. Kumar, Bharath Rajan, Lluís Martínez-Ribes, Shi Zhang, Jean Yannis Suvatjis,

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Leslie de Chernatony, Vanessa
M. Patrick and Henrik
Hagtvedt, Gregory M Thomas,
Jeffrey Parkhurst Srinivas
Reddy, Anupam Jaju, Werner
Reinartz, Jeffery Andrien, Paul
Benoit, Philip C Zerrillo, Cem

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Bahadir, and Rajendra K Srivastava.

A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand

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strategy, design development through application design, and identity standards through launch and governance, Designing Brand Identity, Fourth Edition offers brand managers, marketers, and

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designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings

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readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case

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studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective

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brand identity

Brand Management: Principles and Practices is a comprehensive textbook that has been written in a simple and lucid language in the Indian context. The text and

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theory is suitably illustrated with numerous examples, exhibits, case studies, and is accompanied by a CD with presentations and television commercials.

Advancing Insights on

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An Essential Guide for the
Whole Branding Team

A Brand Narrative Approach

Principles and Practices

Advances in Chinese Brand
Management

The Designing for Growth Field

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Book

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

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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

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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

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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

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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,

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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

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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

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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

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strategically by creating, developing, and exploiting each of the five assets in turn

This book includes a fascinating range of up-to-date articles on China from the Journal of Brand Management that marshal research and scholarship

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undertaken by Chinese, British, European and American scholars. The development and management of brands in China has emerged as an area of considerable and growing interest among branding scholars and practitioners owing to the rise

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and significance of brands within China. Providing an overview of the development and management of brands in China, *Advances in Chinese Brand Management* also contains case studies of centuries old and greatly loved Chinese Corporate

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heritage brands, luxury brands, prominent cultural brands and foreign brands in China.

Marketing Communications: A Brand Narrative Approach is a mainstream, student-driven text which gives prominence to the driving force of all Marketing

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Communications: the imperative of Branding. The book aims to engage students in an entertaining, informative way, setting the conceptual mechanics of Marketing Communications in a contemporary, dynamic context. It includes key current trends

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such as: Brand narrative approach - Cases such as Dove, Harley-Davidson, Nike and World of War Craft feature real-life, salient examples which are engaging for students and reflect the growth of co-authored brand 'stories' to help build and

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maintain brands by customer engagement through meaningful dialogues. Media neutral/multi-media approach - This text has a sound exploration of online and offline synergy combining one-message delivery and multi-media exposures, through

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examples of companies and political campaigns using 'non-traditional' media to reach groups not locking into 'normal channels'. This brand new text features an impressive mixture of real-life brand case studies underpinned with recent

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academic research and market place dynamics. The format is structured into three sections covering analysis, planning and implementation and control of Marketing Communications. Using full colour examples of brands, and student-friendly diagrams,

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the book acknowledges that the modern student learns visually as well as through text.

Designing for Growth: A Design Thinking Tool Kit for Managers (D4G) showed how organizations can use design thinking to boost innovation and drive growth. This

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updated and expanded companion guide is a stand-alone project workbook that provides a step-by-step framework for applying the D4G tool kit and process to a particular project, systematically explaining how to address the four key questions of

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the design thinking approach. In the field book, Jeanne Liedtka, Tim Ogilvie, and Rachel Brozenske guide readers through the design process with reminders of key D4G takeaways as they progress. Readers learn to identify an opportunity, draft a

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design brief, conduct research, establish design criteria, brainstorm, develop concepts, create napkin pitches, make prototypes, solicit feedback from stakeholders, and run learning launches. This second edition is suitable for projects in business,

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nonprofit, and government contexts, with all-new tools, practical advice, and facilitation tips. A new introduction discusses the relationship between strategy and design thinking.

How Asia Builds Strong Brands
Advertising Confluence

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Valuation

Insights for the New Marketing Realities

Globalization, Culture, and Branding

Research, Theory and Practice

Best-selling brand expert Marty

Neumeier shows you how to make

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the leap from a company-driven past to the consumer-driven future. You ' ll learn how to flip your brand from offering products to offering meaning, from value protection to value creation, from cost-based pricing to relationship

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pricing, from market segments to brand tribes, and from customer satisfaction to customer empowerment. In the 13 years since Neumeier wrote *The Brand Gap*, the influence of social media has proven his core theory: “A

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brand isn't what you say it is – it's what they say it is.” People are no longer consumers or market segments or tiny blips in big data. They don't buy brands. They join brands. They want a vote in what gets produced and how it gets

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delivered. They ' re willing to roll up their sleeves and help out—not only by promoting the brand to their friends, but by contributing content, volunteering ideas, and even selling products or services. At the center of the book is the

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Brand Commitment Matrix, a simple tool for organizing the six primary components of a brand. Your brand community is your tribe. How will you lead it? Strategic Brand Management (3rd Edition) lays out a systematic

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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.

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MARKETING STRATEGY, 6e, International Edition edition emphasizes teaching students to think and act like marketers. It presents strategy from a perspective that guides strategic marketing management in the

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social, economic, and technological arenas in which businesses function today--helping students develop a customer-oriented market strategy and market plan. Its practical approach to analyzing, planning, and implementing

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marketing strategies is based on the creative process involved in applying marketing concepts to the development and implementation of marketing strategy. An emphasis on critical thinking enables students to understand the essence

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of how marketing decisions fit together to create a coherent strategy. Well-grounded in developing and executing a marketing plan, the text offers a complete planning framework, thorough marketing plan

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worksheets, and a comprehensive marketing plan example for students to follow.

The amount and range of brand related literature published in the last fifty years can be overwhelming for brand scholars.

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This Companion provides a uniquely comprehensive overview of contemporary issues in brand management research, and the challenges faced by brands and their managers. Original contributions from an international

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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

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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

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advertising.

Contemporary Brand Management

Brand Management

Brands and Brand Management

Marketing Communications

Building, Measuring, and Managing

Brand Equity

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The New Strategic Brand Management

Incorporating developments from both academia and industry, this exploration of brands, brand equity and strategic brand management combines a theoretical foundation

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with numerous techniques and practical insights. Suitable for both graduates and upper-level undergraduates.

Drawing from novel theoretical insights in social psychology, cultural psychology, and marketing,

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Globalization, Culture and Branding provides guidelines for imbuing brands with culturally symbolic meanings that can create deep psychological bonds with multi-cultural consumers.

The number one guide to corporate

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valuation is back and better than ever Thoroughly revised and expanded to reflect business conditions in today's volatile global economy, Valuation, Fifth Edition continues the tradition of its bestselling predecessors by

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providing up-to-date insights and practical advice on how to create, manage, and measure the value of an organization. Along with all new case studies that illustrate how valuation techniques and principles are applied in real-world situations,

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this comprehensive guide has been updated to reflect new developments in corporate finance, changes in accounting rules, and an enhanced global perspective. Valuation, Fifth Edition is filled with expert guidance that managers at

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all levels, investors, and students can use to enhance their understanding of this important discipline. Contains strategies for multi-business valuation and valuation for corporate restructuring, mergers, and

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acquisitions Addresses how you can interpret the results of a valuation in light of a company's competitive situation Also available: a book plus CD-ROM package (978-0-470-42469-8) as well as a stand-alone CD-ROM

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(978-0-470-42457-7) containing an interactive valuation DCF model Valuation, Fifth Edition stands alone in this field with its reputation of quality and consistency. If you want to hone your valuation skills today and improve them for years

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to come, look no further than this book.

Seeing the world's biggest brands gain ground over the world's markets, you can't deny that the 25,000 students in the UK studying marketing will never understand

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their subject without knowing how branding works. This is THE key scholarly text in this crucial topic, an already hugely respected title and big seller in the field. It follows on from the introductory textbook *Creating Powerful Brands*, and

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comes highly illustrated with real examples of influential marketing campaigns. This is the book that will take students to the next level with the skills to develop and implement their own branding strategy.

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Managing Brand Equity

Brand Management:

How to Leverage Cultural Equity for Building Iconic Brands in the Era of Globalization

Market-Driven Management

The Routledge Companion to

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Contemporary Brand Management
Transitioning Marketing
Communications into Social
Movements

Market-Driven Management adopts a broad approach to marketing, integrating the strategic and operational

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elements of the discipline. Lambin's unique approach reflects how marketing operates empirically, as both a business philosophy and an action-oriented process. Motivated by the increased complexity of markets, globalisation, deregulation, and the development of e-commerce, the author

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challenges the traditional concept of the 4Ps and the functional roles of marketing departments, focusing instead on the concept of market orientation. The book considers all of the key market stakeholders, arguing that developing market relations and enhancing customer value is the

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responsibility of every member of the organization, and that the development of this customer value is the only way for a firm to achieve profit and growth. New to this edition: - Greater coverage of ethical issues and corporate social responsibility; cultural diversity; value and branding and the economic

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downturn - Broad international perspective - Thoroughly revised to reflect the latest academic thinking and research With its unique approach, international cases and complementary online resources, this book is ideal for postgraduate and upper level undergraduate students of marketing,

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and for MBAs and Executive MBAs. This prestigious edited collection of articles from the Journal of Brand Management discusses the impact of research on our understanding of corporate brand characteristics and corporate brand management to date. A wide range of topics are covered,

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including franchise brand management, co-creation of corporate brands, alliance brands, the role of internal branding in the delivery of employee brand promise, and the expansion into new approaches. Advances in Corporate Branding is essential reading for those undertaking a PhD

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programme or by upper level students looking for rigorous academic material on the subject and for scholars and discerning practitioners, acting as 'advanced introductions'.

"Using the most current concepts, up-to-date data, and a wide range of examples, this authoritative text

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illustrates how excellent management strategies lead to unsurpassed marketing success."--Page 4 of cover. The twelve cases in this book, written by Kevin Lane Keller, one of the international leaders in the study of strategic brand management and integrated marketing communications,

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feature some of the world's most successful brands and companies, including Levi Strauss & Co., Intel, Nike, and DuPont. Keller's cases examine the strategic brand management process, best practice guidelines, and how to best build and manage brand equity. For executives

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and managers in marketing and/or brand management. This book is suggested for use with Strategic Brand Management, 2e, also by Kevin Lane Keller and published by Prentice Hall.

Framework for Marketing Management
New Branding Imperatives

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Advanced Insights and Strategic Thinking

Lessons from the World's Strongest Brands

The Brand Flip

A Blueprint for Creating Strong Brands

An introduction to marketing concepts, strategies and practices with a balance of

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depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps

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students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking

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exercises for applying skills.

First Published in 2010. Routledge is an imprint of Taylor & Francis, an informa company.

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

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brand is remains elusive. This comprehensive textbook presents 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

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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

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offers in-depth insight into the opening question of almost every brand management course: "What is a brand?"

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

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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

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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.

Designing Brand Identity

Building Marketing Strategy

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Branding and Brand Equity

Principles of Marketing

Building Customer-based Brand Equity

Consumer Behavior

Finely focused on the "how to" and "why" throughout, this strategy guide provides specific

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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

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manage them properly. Incorporating the latest thinking and developments from both academia and industry, this exploration of brands, brand equity and strategic brand management combines a

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comprehensive theoretical foundation with numerous techniques and practical insights for making better day-to-day and long-term brand decisions. Focused on how-to and why, it provides specific

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tactical guidelines for planning, building, measuring and managing brand equity. It includes numerous examples on each topic and over 75 Branding Briefs that identify successful and unsuccessful brands.

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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

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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

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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

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theoretical foundation with numerous practical insights to assist managers in their day-to-day and long-term brand decisions.

Measuring and Managing the Value of Companies

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Why customers now run companies and how to profit from it

From Brand Vision to Brand Evaluation

Keller: Strategic Brand Management eBook GE 4e

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**Asian Brand Strategy
Advances in Corporate Branding**