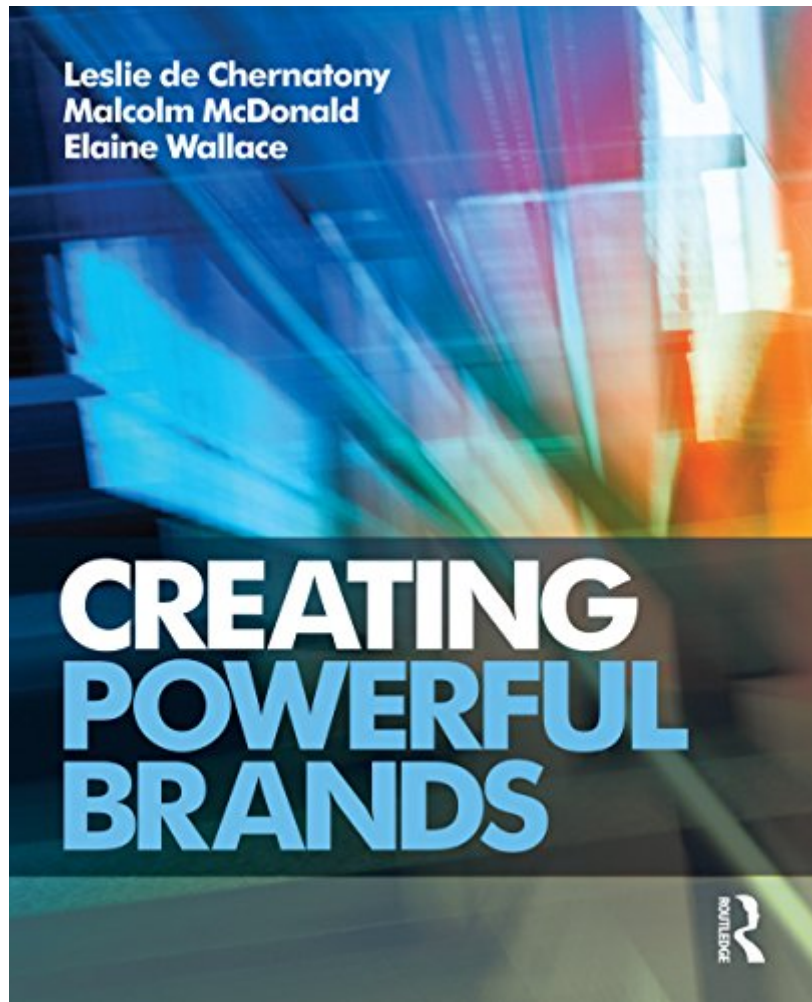


The book was found

Creating Powerful Brands



Synopsis

This has long been the one book that students can rely on to get them thinking critically and strategically about branding. This new fourth edition is no exception. THE definitive introductory textbook for this crucial topic, it is highly illustrated and comes packed with over 50 brand-new, real examples of influential marketing campaigns. Bullets:â € Summarises the latest thinking and best practice in the domain of brandingâ € All new real marketing campaigns show how branding theories are implemented in practiceâ € Brought right up to date with a clear European and UK focus Undergraduate business and marketing students studying brand management will find this an invaluable resource in their quest to understand how branding really works.

Book Information

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Customer Reviews

Having worked with major and emerging brands for many years I was really pleased to be introduced to this `brand compendium' of practical advice, research, case studies and more. The

authors of this book recognise that a brand isn't just about marketing, it's about being a successful business - and as a board member I need to spend considerable time focused on the authenticity of the organisations I work with - its reason for being, its alignment with customers and the way it develops and maintains this role over time. Increasingly your organisation or personal brand is 'out there', as so much of what you are and do is traceable online by investors, partners, clients, employees, regulators and all of those considering how to develop their dealings with you. Are you really what you say you are? The book also recognises that brands don't only influence in B2C, but also B2B, increasingly as service brands and inevitably on the internet. Existing links provided to streaming video support could perhaps be extended through social media to create a continually developing brand resource. Definitely worth working right through once and keeping as your best brand reference book.

A classic regarding Strategic Brand Management, in addition to the Keller book and Kapferer...

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