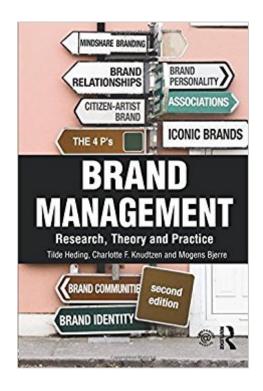
Brand Management: Research, Theory And Practice





Synopsis

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.

Book Information

Paperback: 314 pages Publisher: Routledge; 2 edition (December 3, 2015) Language: English ISBN-10: 113880469X ISBN-13: 978-1138804692 Product Dimensions: 6.1 x 0.7 x 9.2 inches Shipping Weight: 12.6 ounces (View shipping rates and policies) Average Customer Review: Be the first to review this item Best Sellers Rank: #425,195 in Books (See Top 100 in Books) #89 in Books > Business & Money > Marketing & Sales > Marketing > Product Management #368 in Books > Business & Money > Marketing & Sales > Marketing > Research #478 in Books > Textbooks > Business & Finance > Marketing

Download to continue reading...

Brand Management: Research, Theory and Practice How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition The Global Brand: How to Create and Develop Lasting Brand Value in the World Market Brand Real: How Smart Companies Live Their Brand Promise and Inspire Fierce Customer Loyalty The Brand Mapping Strategy: Design, Build, and Accelerate Your Brand Brand-new Pencils, Brand-new Books (Gilbert and Friends (Paperback)) Brand Strategy 101: Your Logo Is Irrelevant - The 3-Step Process to Build a Kick-Ass Brand (The 7 Steps to a Successful Business in a Changing Market) Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media) A New Brand World: Eight Principles for Achieving Brand Leadership in the Twenty-First Century How to Style Your Brand: Everything You Need to Know to Create a Distinctive Brand Identity The 1 Day Brand: Learn How To Build A Physical Product Brand In One Day Nursing Research: Methods and Critical Appraisal for Evidence-Based Practice, 8e (Nursing Research: Methods, Critical Appraisal & Utilization) The Practice of Qualitative Research: Engaging Students in the Research Process Health Behavior and Health Education: Theory, Research, and Practice Reading and Deafness: Theory, Research, and Practice Health Psychology: Theory, Research and Practice Advertising Research: Theory & Practice (2nd Edition)

<u>Dmca</u>