

The New Strategic Brand Management: Advanced Insights And Strategic Thinking New Strategic Brand Management Creating Sustaining Brand Equity

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The New Strategic Brand Management is simply the reference source for branding 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.

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(PDF) The New Strategic Brand Management

In the 1980s, corporate managers began to realize that brands have financial and strategic value, as well as emotional and cognitive associations. A brand can enhance itself over time, since it grows as its product or service grows. The product embodies the brand and becomes the main way that customers evaluate it.

The New Strategic Brand Management Free Summary by Jean ...

A brand, Kapferer argues, is not a product, but the product's essence, its meaning, and its direction. Strategic brand management starts with a holistic understanding of this gestalt rather than its component parts: the brand name, logo, design or packaging, and image.

Strategic Brand Management: Kapferer, Jean-Noel ...

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The New Strategic Brand Management - Kogan Page

1) Brand positioning. The number 1 step in strategic brand management is to decide the brand positioning which the firm wants to achieve. This in itself is a humongous task. The marketer has to research the positioning of each brand in the industry and then find out differentiating factors.

A Guide on Strategic Brand Management - 4 steps for ...

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In Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition Keller looks at branding from the perspective of the consumer, and provides a framework that helps students and managers identify, define, and measure brand equity. Using insight from both academics and industry practitioners, the text draws on ...

Keller, Strategic Brand Management, 4th Edition | Pearson

The New Strategic Brand Management is simply the reference source for branding 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. Using an array of international case studies, this book covers all the leading issues faced by brand strategists today, with both gravitas and intelligent insight.

The New Strategic Brand Management on Apple Books

The new strategic brand management : advanced insights and strategic thinking. [Jean-Noël Kapferer] -- "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 ...

The new strategic brand management : advanced insights and ...

Rik Riezebos, CEO Brand Capital and director of the European Institute for Brand Management Adopted by leading international 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.

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 has also become synonymous with the topic itself. 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, it reveals new thinking on topics such as putting culture and content into brands, the impact of private labels, the new dynamics of targeting and the comeback of local brands. This updated fifth edition of The New Strategic Brand Management builds on its impressive reputation by including new information to enable students and 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), international examples and case studies from companies such as Audi, Nivea, Toyota and Absolut Vodka, plus, among other things, models and frameworks such as the Brand Identity Prism, it remains at the forefront of strategic brand thinking.

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Adopted internationally by business schools, MBA programs, and marketing practitioners, The New Strategic Brand Management is the reference source of choice for senior strategists, positioning professionals and postgraduate students. Over the years it has established a reputation as one of the leading works on brand strategy. The fifth edition builds on this impressive reputation and keeps the book at the forefront of strategic brand thinking, with dedicated sections for specific types of brands (luxury, corporate and retail), international examples, and case studies from companies such as Audi, Nivea, Toyota and Absolut Vodka. Explaining the latest techniques used by companies worldwide, author Jean-Noël Kapferer covers all the leading issues 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, the new dynamics of targeting and the comeback of local brands.

Incorporating developments from both academia and industry, this exploration of brands, brand equity and strategic brand management combines a theoretical foundation with numerous techniques and practical insights. Suitable for both graduates and upper-level undergraduates.

Strategic Brand Management (3rd Edition) lays out a systematic 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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"The art of building sales is, to a large extent, the art of building brands. After reading Kapferer's book, you'll never again think of a brand as just a name. Several exciting new ideas and perspectives on brand building are offered that have been absent from our literature".--Philip Kotler".An invaluable reference for designers, marketing managers and brand managers alike".--Design magazine.

Bringing together theories and concepts from brand management, consumer culture theory, marketing, communications, and design, this book provides an understanding of how organisations can successfully develop, market, and manage their brands. It draws extensively from scholarly research published in social sciences and humanities to provide a detailed discussion of the process of brand management and development. This book explores how organisations can design brand identities, develop brand marketing programmes, measure brand performance, and sustain brand equity, combining psychological, sociological, cultural, and management perspectives. It provides numerous examples that contextualise theory, enabling the reader to understand how past and present branding campaigns and strategies can be deconstructed, analysed, and evaluated, using these theoretical insights. With end-of-chapter case studies on Burberry, Juventus F.C., Pukka Herbs, YO!, and many other European and global brands, Strategic Brand Management and Development is an essential text for students in marketing, brand management, and consumer research, or for anyone interested in understanding the extraordinary power and scope of brands and branding in contemporary post-modern society.

The Luxury Strategy, written by two world experts on the subject, provides the first rigorous blueprint for the effective management of luxury brands and companies at the highest level. It rationalizes those business models that have achieved profitability and unveils the original methods that were used to transform small family businesses such as Ferrari, Louis Vuitton, Cartier, Chanel, Armani, Gucci, and Ralph Lauren into profitable global brands. By defining the differences between premium and luxury brands and products, analysing the nature of true luxury brands and turning established marketing 'rules' upside down, it has established itself as the definitive work on the essence of a luxury brand strategy. This fully revised second edition of The Luxury Strategy explores the diversity of meanings of 'luxury' across different markets. It also now includes a section on marketing and selling luxury goods online and the impact of social networks and digital developments, cementing its position as the authority on luxury strategy.

Presenting some of the most significant research on the modern understanding of luxury, this edited collection of articles from the Journal of Brand Management explores the complex relationships consumers tie with luxury, and the unique characteristics of luxury brand management. Covering the segmentation of luxury consumers worldwide, the specificity of luxury management, the role of sustainability for luxury brands and major insights from a customer point of view, Advances in Luxury Brand Management is essential reading for upper level students as well as scholars and discerning practitioners.

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