

Star Brands A Brand Managers Guide To Build Manage Market Brands

Islamic Branding and Marketing: Creating A Global Islamic Business provides a complete guide to building brands in the largest consumer market in the world. The global Muslim market is now approximately 23 percent of the world's population, and is projected to grow by about 35 percent in the next 20 years. If current trends continue, there are expected to be 2.2 billion Muslims in 2030 that will make up 26.4 percent of the world's total projected population of 8.3 billion. As companies currently compete for the markets of China and India, few have realized the global Muslim market represents potentially larger opportunities. Author Paul Temporal explains how to develop and manage brands and businesses for the fast-growing Muslim market through sophisticated strategies that will ensure sustainable value, and addresses issues such as: How is the global Muslim market structured? What opportunities are there in Islamic brand categories, including the digital world? What strategies should non-Muslim companies adopt in Muslim countries? More than 30 case studies illustrate practical applications of the topics covered, including Brunei Halal Brand, Godiva Chocolatier, Johor Corporations, Nestle, Unilever, Fulla, Muxlim Inc, and more. Whether you are in control of an established company, starting up a new one, or have responsibility for a brand within an Islamic country looking for growth, Islamic Branding and Marketing is an indispensable resource that will help build, improve and secure brand equity and value for your company.

This is a challenger book. It systematically modifies the assumptions of the homo economicus and homo sociologicus by constructing a deeper foundation of human and corporate personhood. The new theory of homo psychologicus probes into a long-forgotten common sense: humans are rationally irrational homo psychologicus, as are companies. The homo psychologicus state of people and companies, or the desire of realizing who we are and who we are not, lays the foundation for our decisions on profits and stakeholder relationships. The author, a veteran brand strategy consultant, starts by decoding some of the most popular misconceptions in the field of brand management—Corporate Identity, Brand Valuation, and Positioning Theory. While the concepts are clarified and the functionality of brand management is redefined, the book further dissects that a key differentiation between businesses with lasting success and others is a thoughtful homo psychologicus mindset. The methodology of developing thoughtful businesses will empower companies to make more visionary decisions for themselves and the economic ecosystem that we all rely upon. More thoughtful businesses could potentially create more thoughtful economies through their collective efforts.

Kemel Mellahi's name appears as first author in 2011 edition.

Star Brands A Brand Manager's Guide to Build, Manage & Market Brands Simon and Schuster

BELIEVING IS NOT THE SAME AS KNOWING: THE FUNDAMENTAL FACTS ABOUT THE LAWS OF EUROPEAN BRAND MANAGEMENT IN 50 ANSWERS REALITY IN BRANDING

From breakfast cereals to smartphones, nothing is left unbranded: brands are with us every step of the way. We define ourselves through the brands we surround ourselves with. Even if we reject brands, that is a brand statement. Brands are everywhere in the 21st century - that is exactly why we all have an opinion on them. When it comes to private life, there is little objection to this concept. However, when it comes to brand management and brand positioning with - in a company, personal sensitivities and feelings are out of place. Too many opinions, too little wisdom: In 50 timeless answers, brand sociologists Dr. Arnd Zschiesche and Prof. Dr. Oliver Errichiello put a stop to the brand debates that are shaped by the zeitgeist. They speak in plain language where vague chatter typically prevails. And they show why every brand is a social phenomenon that has an impact: It is about the management of social hard facts. Not just in Europe. Classic European Brand Management leads the way for every company seriously focusing on economic success for the long term - internally, as well. It is time for timeless, value-oriented Branding from the old continent.

Paul Temporal has written a remarkably insightful book on how to build strong brands. he addresses every issue in brand management with sound theories and marvelous examples. This is one of the best books on brand management to help any company build powerful brands. - Philip Kotler Those building and managing brand assets will find the issues facing them addressed in Advanced Brand Management with clarity, insight, and an easy-to-read style. Chock full of case studies, I especially found useful and stimulating, the author's willingness to offer critical judgments of brand decisions. - David Aaker Paul Temporal's new book is interesting, entertaining, well-written, and loaded with everything you need to know to manage a brand. What more could you want? Read it! - Al Ries Brands in Asia are a paradox. Everyone believes in them, but the ability to create them often lags far behind. To those who imagine that branding is just a passing fashion, this book is a powerful corrective. Paul Temporal describes in magisterial detail the philosophy, but above all, the practice of branding. As such, it is a vital tool for all those who believe that Asia's future lies in strategic solutions. - Miles Young

ASIA'S STAR BRANDS Asian brands have come of age, and no longer can be seen as "also rans" to their Western competitors. The problem is, very little has been know about them. Paul Temporal's book fills this gap, with a series of practical 'brand biographies' which chart both the growing pains and the growth potential of the new contenders from the East. It's vital reading for anyone committed to doing business in Asia. - Miles Young, Chairman, Ogilvy & Mather, Asia Pacific China and Japan, as well as India and the Emirates, suggest remarkable achievements by local companies in the field of branding and brands. Such a revolution shall impact not only the regional markets but also the world economy and non-Asian firms. Paul Temporal's book provides spectacular business cases and broader key lessons. it should become a major reference for any practitioner and scholar, whether Asian or not. I rank it in my short list of relevant texts about competition and success in the coming years. - Professor Jean-Claude Thoenig, INSEAD A well-managed brand is the lifeline of any successful company. this helpful book explains how Asian companies have built their brands to create sustainable competitive advantage. Using up-to-date Asian case studies, it will help readers have a better understanding of the creation, management and evolution of brands. - Professor John Quelch, Harvard Business School It is often said that the 21st Century is Asia's. It is very encouraging to see many Asian brands succeeding, as wonderfully showcased by Paul Temporal, both regionally and globally. Branding is investment for the future.

Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers. To achieve this goal, companies must utilize current digital tools to create a strong online presence. Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications is an innovative reference source for the latest

academic material on emerging technologies, techniques, strategies, and theories in the promotion of brands through forms of digital media. Highlighting a range of topics, such as mobile commerce, brand communication, and social media, this multi-volume book is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

This collection of papers focusing on the contributions of Margaret Henderson Blair, a pioneer in advertising and marketing practice and a champion of high quality, managerially relevant marketing research, provides insights into effective advertising. It captures five decades of Blair's thoughts about the critical roles of the message in advertising, the necessity of reliable and valid measurement of advertising effects, and the centrality of persuasion as an outcome of advertising. Her thoughts are backed up by careful and readable research. Introductory chapters and editors' comments prior to each chapter provide context to the collection as a whole and Blair's individual presentations and papers are the heart of the book. It will appeal to advertising and marketing professionals who are seeking specific guidance for planning advertising and justifying expenditures, as well as marketing academics and scholars interested in the history of advertising.

A fascinating and comprehensive examination of the different dimensions of luxury management in various sectors. This is a powerful book for marketers, advertisers and brand managers in understanding the intricacies of the luxury market- how it is designed, defined and divined. Written by the authors of Pro-Logo, this book sets the benchmark for luxury brand management. This book is not available as a print inspection copy. To download an e-version click [here](#) or for more information contact your local sales representative. 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. 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 video links, and a selection of exclusive videos with a professional brand consultant. Suitable reading for students of branding and brand management modules.

China is certainly doing its best to keep the world mesmerized by its economic achievements. The Chinese economic growth story that begun 30 years ago has in terms of dynamics and duration long since surpassed all those "economic miracles" which have brought Germany, Japan, and the South East Asian Tigers into the top-league of the industrialized world. The rapid expansion of the Chinese economy has gone along with a fledgling re-integration of China into the global economic system. In the course of the last 30 years China has become a major player in the global economy and today is on a trajectory towards even greater prominence. In recent years, the Chinese economy seems to have reached an important threshold line of economic development and global integration. In the first quarter century of reform and global opening, Chinese enterprises have been largely confined to a 'passive' role in the global division of labor. Foreign enterprises as the proprietors of greatly superior business models, production technologies, management models as well as very competitively established brands have been integrating Chinese players in their value chains and global operations. Lacking the necessary production technologies, products as well as marketing knowledge to successfully address OECD-consumers, Chinese enterprises have been hardly able to enter the global markets without such guidance. Now, this constellation is changing.

Resilience of Luxury Companies in Times of Change is a book for executives and Masters' level students taking courses in luxury management. It offers an insight into the current and emergent business models and strategies luxury companies apply to remain resilient in times of change. It explores a variety of business models answering the following key questions: What is each brand's value proposition used to attract a consumer's willingness to pay? What is each brand's target audience? How do brands navigate and expand their markets? And how do luxury companies organize their resources to design and develop products and services to continually sell to their customers? The answers to these questions provide the foundation of a luxury company's business strategy and, as a result, its brand architecture. The authors also explore the patterns that have emerged in the ownership, management and the manufacturing in luxury goods companies, where dominance is usually found in certain countries. This book focuses on six key industries in the luxury product sector: fashion, automotive, hospitality, furniture, cosmetics and jewellery. It provides an international perspective with examples drawn from Europe, USA, the Middle East, China and Japan. Through these examples and cases, the authors analyze how luxury companies are facing the challenges posed by external shocks and an extensive need for digitalization. Using concepts and theories from macroeconomics (such as globalisation) and corporate and business strategy, the book aims to connect the dots between theory and practice. Resilience of Luxury Companies in Times of Change provides perspectives of the past, present and future – how luxury companies have evolved over time and managed to stay resilient despite the challenges they have faced through the different eras.

For anyone who wants to learn the fundamentals of branding in an approachable way without poring over dense text or hiring an expensive consultant, Star Brands presents a unique model that offers structured guidance and professional tips for building, managing, and marketing any brand. Created by savvy brand manager Carolina Rogoll, the star brand model is a perfect intersection of solid marketing and management theory with an approachable, visually oriented design. The author teaches step-by-step how to assess a brand's unique challenge, how to define the brand's equity and target, how to craft a solid brand growth strategy, and how to measure success once the brand is in the marketplace. The book includes case studies from famous star brands as well as interviews with top business school professors, advertising agency leaders, and former CEOs. Topics covered include the star brand model; leaders behind star brands; brand assessment and goal setting; defining brand equity; selecting a brand target; insights, benefits, ideas; theory from the best marketing and managing resources; marketing strategy; how to build a marketing plan; and much more, including exercise worksheets to practice on! The author combines her experience building brands at the front lines of a big multinational company with top-notch marketing and management theory. What results is an ideal primer for anyone seeking structured guidance on building a brand for a client, managing a brand, or even starting a brand for oneself. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms,

business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

The marketing of luxury brands is a highly complex and difficult task and differs strongly from the management of ordinary brands. At the heart of the difficulty lies a paradox: To increase sales and at the same time to preserve exclusivity. A luxury brand has to be anchored in the heads of as many people as possible and be desired but it must remain inaccessible to most of them. The more a luxury brand or good gets actually purchased, the more it loses its aura of exclusivity, its attractiveness and its 'dream value'. The purpose of this book is to analyze the specificities of the management and marketing of luxury brands in comparison to ordinary brands. The analysis will mainly focus on the four elements of the marketing mix, namely product, place, price and promotion. A detailed analysis of the four elements will disclose the particularities of luxury brands and present the requirements of successful luxury brand management which is able to overcome the difficulties resulting from the mentioned paradox.

This innovative Handbook offers a wide-ranging overview of the multi-faceted field of public administration and management. It provides a broad approach to the discipline, addressing the range of descriptive, normative and critical theories required to diagnose public service issues and prescribe administrative action.

Discover the meaning of the latest trends in the luxury industry with this resource from leading voices in the field The thoroughly revised Second Edition of *The Road to Luxury: The New Frontiers in Luxury Brand Management* delivers a comprehensive overview of the foundations of, and new developments in, luxury brands. The book discusses a new wave of mergers and acquisitions, the rise of Gucci, the growth of Balenciaga, a variety of new collaborations between different companies, a growing support for sustainability, and the COVID-19 pandemic. Readers will also benefit from the inclusion of: An insightful analysis of the impact and meaning of the COVID-19 for the luxury industry, particularly for market growth in China The creation of savoir faire and business plan competitions in the luxury industry LVMH's sponsoring of Viva Technology Perfect for students in MBA programs or taking degrees or courses in Luxury Brand Management, *The Road to Luxury* will also earn a place in the libraries of executives and managers in the luxury business, marketing, branding, and advertising professionals and companies, and entrepreneurs interested in the workings of the luxury industry.

This is one of the first books to probe deeply into the art and science of branding industrial products. The book comes at a time when more industrial companies need to start using branding in a sophisticated way. It provides the concepts, the theory, and dozens of cases illustrating the successful branding of industrial goods. It offers strategies for a successful development of branding concepts for business markets and explains the benefits and the value a business, product or service provides to industrial customers. As industrial companies are turning to branding this book provides the best practices and hands-on advice for B2B brand management.

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 also has become synonymous with the topic itself. The new edition builds on this impressive reputation and keeps the book at the forefront of strategic brand thinking. Revealing and explaining the latest techniques used by companies worldwide, author 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, the book reveals new thinking on a wealth of topics including: brand architecture and diversity strategies; market adaptation approaches; positioning in the private label and store brand environment, and much, much more. Whether you work for an international company seeking to leverage maximum financial value for your brand, or whether you are looking for practical guidance on brand management itself, Kapferer's market-leading book is the one you should be reading to develop the most robust and watertight approach for your company.

The author makes the case for direct marketing progressively dominating all marketing communications, not in terms of execution, but in attitude of mind and overall strategic viewpoint.

Luxury is as old as humankind and has sparked multiple debates throughout of history. In today's consumer society, luxury brands have become aspirational symbols. Yet, to date, a comprehensive overview of the different perspectives that have shaped the discourses about luxury is missing. Hannes Gurzki provides a broad overview of luxury research, highlights and details important perspectives on luxury, and derives practical guidelines for managers based on research. Thereby the author combines insights from different disciplines, such as philosophy, sociology, psychology, anthropology, cultural studies, economics or management, to broaden and deepen our understanding of luxury and its creation principles.

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 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 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 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 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, 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 Bahadir, and Rajendra K Srivastava.

Describes how nonprofit organizations are turning to branding strategies provided by traditional for-profit companies to formulate and fine tune their image and provides case studies and examples of powerful and effective campaigns that have been launched for the public sector.

Brands are wealth generators of the 21st century. With this in mind 'Brand Management' focuses on the key decision areas of competition and brand, concept of brand, brand equity, brand over time and branding strategies. The theoretical constructs are illustrated using case studies.

Leverage your company's most important asset! In our lightning-fast digital age, a company can face humiliation and possibly even ruin within seconds of a negative tweet or blog post. Over the last year companies such as BP, Goldman Sachs, and Toyota have experienced serious blows to their images that could have had reduced impact if their leaders had implemented reputation management into their business strategy and culture. There is no one in either the corporate or academic sphere with greater expertise in the area of corporate reputation than Dr. Daniel Diermeier. An award-winning professor at the Kellogg School of Management, Northwestern University, Dr. Diermeier has blazed a path in understanding the significance of reputation management and demonstrating how a company can create a program so powerful that it can help turn a potential public disgrace into a public image success story. *Reputation Rules* is a landmark work bringing to light Dr. Diermeier's groundbreaking insights in this critical area. He offers the

frameworks, strategies, and processes for changing your company's focus as quickly as the world is changing around you. He touches on all of the reputational issues that need to be managed from a strategic level, describing how to: Overcome direct challenges from influential activist and political forces Manage corporate scandals, including executive compensation Use external, seemingly unrelated events to boost reputation Build a reputation management process into everyday operations In addition, Dr. Diermeier provides case studies of Shell's confrontation with Greenpeace, Mercedes's recovery from the Moose crisis, AIG's executive bonus fallout, Wal-Mart's reputation-building response to Hurricane Katrina, and numerous other scenarios illustrating what works and what doesn't when it comes to reputation management. Brimming with keen insights and lucid examples, Reputation Rules is a guidepost for your organization's future—and a salve for crisis management.

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

Stretching the Brand offers practical and actionable advice on how to extend successful brands into new areas without losing sight of the value of the original brand itself. Examples of brand stretching include Dove soap, which has now been extended to the shampoo and deodorant markets. This book presents a single-minded focus on brand stretching that covers topics not found anywhere else, such as how to launch brand extensions and support them. Stretching the Brand will help companies increase their chances of winning by looking at the lessons learnt from both successes and failure in brand stretching. It provides the tools and techniques to stretch a brand successfully. Gender, Branding, and The Modern Music Industry combines interview data with music industry professionals with theoretical frameworks from sociology, mass communication, and marketing to explain and explore the gender differences female artists experience. This book provides a rare lens on the rigid packaging process that transforms female artists of various genres into female pop stars. Stars -- and the industry power brokers who make their fortunes -- have learned to prioritize sexual attractiveness over talent as they fight a crowded field for movie deals, magazine covers, and fashion lines, let alone record deals. This focus on the female pop star's body as her core asset has resigned many women to being "short term brands," positioned to earn as much money as possible before burning out or aging ungracefully. This book, which includes interview data from music industry insiders, explores the sociological forces that drive women into these tired representations, and the ramifications on the greater social world. This book is for Sociology of Media and Sociology of Popular Culture courses.

There have been few brands that have made such a massive impact on the world stage in such a relatively short time-frame as MTV. It is a household name and virtually all young people, regardless of whether they have access to television, have heard of it. It is a name associated with youth and music and all areas in which the two are involved. It has dominated the market space in the category of music television since its inception and looks like it will continue to do so in the foreseeable future. This book is not so much a tribute to MTV, although it deserves as much, but an analysis of how the MTV brand has been built. Global brands do not just arrive by accident - they are carefully and strategically built to match the needs of their target markets. They evolve with those target markets as lifestyles, wants, needs, attitudes, opinions, interests, and many other factors come and go. In addition, global brands successfully manage the differences across countries and cultures. MTV has managed to do all of these things with startling consistency, another attribute of great brands that stand the test of time. What is more intriguing is that it has done all this in one of the most turbulent times ever experienced in consumer markets, particularly in Asia, where change is endemic.

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.

Marketing is a way of doing business. It is all pervasive, a part of everyone's job description. Marketing is an expression of a company's character, and is a responsibility that necessarily belongs to the whole company and everyone in it.

Learn about the luxury brand industry from the inside out with this masterful and insightful resource The newly revised Fourth Edition of Luxury Brand Management in Digital and Sustainable Times delivers a timely re-examination of what constitutes the contemporary luxury brand landscape and the current trends that shape the sector. Distinguished experts and authors Michel Chevalier and Gerald Mazzalovo provide readers with a comprehensive treatment of the macro- and micro-economic aspects of management, communication, distribution, logistics, and creation in the luxury industry. Readers will learn about the growing importance of authenticity and sustainability in the management of fashion, perfume, cosmetics, spirits, hotels and hospitality, jewelry, and other luxury brands, as well as the strategic issues facing the companies featured in the book. The new edition offers: A new chapter on the "Luxury of Tomorrow," with a particular focus on authenticity and durable development A completely revised chapter on "Communication in Digital Times," which takes into account the digital dimension of brand identity and its implications on customer engagement activities and where the concept of Customer

Journey is introduced as a key marketing tool A rewritten chapter on “Luxury Clients” that considers the geographical changes in luxury consumption Considerations on the emerging notion of “New Luxury” Major updates to the data and industry figures contained within the book and a new section dedicated to the hospitality industry New semiotic analytical tools developed from the authors’ contemporary brand management experiences Perfect for MA and MBA students, Luxury Brand Management also belongs on the bookshelves of marketing, branding, and advertising professionals who hope to increase their understanding of the major trends and drivers of success in this sector.

In this book, we pool over 50 years of experience to share with you what it takes to be a super-successful brand manager. We will unfold secrets of success that are not taught in any brand-management course or by any corporate bosses but are expected to learn through the hard knocks of life. However, you need not go through the grind; we will share all the secrets of success that will provide you a rock-solid base and boost your career. This book will be useful not only for marketing management students or new entrants who desire to be successful brand managers but also for experienced brand managers and marketing managers who can use it to fast forward their success. Here’s what you’ll get from this book: you’ll learn many crucial lessons that we have learnt after encountering many difficulties, and you can start incorporating them into your life right away! This book offers much more than anything you will find in a single book. You will be immensely benefitted by the practical tips, strategies, tactics and skill improvement offered, which will help accelerate your success and professional growth exponentially. Happy reading!

Brands have never been more important than they are today. As Paul Temporal explains in this fully revised and updated third edition of his classic bestseller, the challenges of the business world are greater now than ever before. Brand managers have to cope with a broader range of variables and pressures from the marketplace and consumers. The lifeline of a strong brand can mean the difference between success and failure, or survival and extinction, in this turbulent environment. But what constitutes a strong brand? How should it be developed and managed? How do you activate and manage a winning brand strategy? Advanced Brand Management is the indispensable guide that provides all the answers. Paul Temporal addresses every issue related to brand management in the 21st century, providing the background theory and illustrating this with thoughtful case studies from across the business world. In this third edition, all chapters have been updated, and a completely new chapter is included on the growth of the digital world and the use of the Internet. Throughout, there is an increased emphasis on brand strategy and updates to case studies, with entirely new cases being added. If you want to make your own branding a success, you can’t afford to be without Advanced Brand Management.

"This book provides valuable and insightful research as well as empirical studies that allow audiences to develop, implement, and maintain branding strategies"--Provided by publisher.

Online shopping has become increasingly popular due to its availability and ease. As a result, it is important for companies that sell high-end products to maintain the same marketing success as companies selling more affordable brands in order keep up with the market. Digital Marketing Strategies for Fashion and Luxury Brands is an essential reference source for the latest scholarly research on the need for a variety of technologies and new techniques in which companies and brand managers can promote higher-end products. Featuring coverage on a broad range of topics and perspectives such as brand communication, mobile commerce, and multichannel retailing, this publication is ideally designed for managers, academicians, and researchers seeking current material on effectively promoting more expensive merchandise using technology.

In Strategic Brand Management, Alexander Chernev, professor of marketing at the renowned Kellogg School of Management at Northwestern University, lays out a 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 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, 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, succinct, and practical, Strategic Brand Management is the definitive text on building strong brands.

This book is the second of the two volumes featuring selected articles from the 14th Eurasia Business and Economics conference held in Barcelona, Spain, in October 2014. Peer-reviewed articles in this second volume present latest research findings and breakthroughs in the areas of General Management, Human Resource Management, Marketing, SMEs, and Entrepreneurship. The contributors are both distinguished and young scholars from different parts of the World.

This book represents a comprehensive, authoritative and up-to-date analysis of key sectors in the hospitality and tourism industries in China and India, and will address the market's growing need for information on Tourism in China and India. The text will be written in an accessible style drawing on the authors’ wealth of theoretical, educational and industry experience. The text will contain inputs from academic colleagues and commercial contacts from the identified region. Case studies will give real life experiences of hospitality and tourism companies and organisations operating in this region and will include interactive exercises and discussion points.

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