



Brand Management

Paul Temporal



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Contemporary Brand Management Johny K. Johansson, Kurt A. Carlson, 2014-01-17 Written by experts on branding and consumer behavior 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 the growth of brand equity and value to brand extension and 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

Brand Management Ylr Moorthi, 2009-11 The Present Study Fulfills The Task Of Bridging The Gap Between Theoretical Aspects Of Brand Management And The Reality Of The Indian Market This Compact Book Covers Five Essential Topics Including Brand Success Brand Equity Brand Extension Brand Personality And Brand Repositioning Brand Management

Emmanuel Mogaji, 2021-04-02 Branding is an increasingly important part of business strategy for all types of businesses including start ups SMEs NGOs and large corporations This textbook provides an introduction to brand management that can be applied to all these types of organizations Using story telling to guide the reader through the main concepts theories and emerging issues it offers a theoretical and applied perspective to brand management Highlighting the relationship between different brand concepts this textbook explores the role of branding from both a corporate and a consumer perspective and highlights implications for employability and future career options With case studies activities learning objectives and online resources for lecturers this book is an ideal accompaniment for undergraduates post graduates or students who have never studied branding before Written in an approachable way it gives readers the basics allowing them to enhance their understanding of the core topics and advance their study further *Brand Management* H. J. Riezebos, Bas Kist, Gert Kootstra, 2003 The goal of this book is not only to give insight into what a successful brand can mean for a company but also to give managers a better feeling of how to adequately develop manage and protect brands Brand Management

Tilde Heding, Charlotte F. Knudtzen, Mogens Bjerre, 2015-12-03 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 *Advanced Brand Management*

Paul Temporal, 2011-09-15 Advanced Brand Management Managing Brands in a Changing World Second

Edition is a complete guide to managing the most valuable assets in the business world brands In this exciting second edition Paul Temporal a world renowned brand expert explains how to develop and manage sophisticated strategies that will ensure sustainable brand value Dr Temporal addresses issues such as How to gain and use valuable consumer insights How to use emotion to secure brand success How to create a brand vision How to create a power brand strategy How to develop positioning strategies that bring outstanding results How to respond to brand architecture challenges What to consider in extending revitalizing repositioning and deleting brands How to build a brand culture engage employees and carry out internal branding How to create a total communications strategy How to address critical issues in brand management and the role of speed agility and innovation How to structure brand guardianship and management How to track brand success More than 40 case studies including both successful and unsuccessful international brand management initiatives illustrate practical applications of the topics covered New cases include Google Twitter MySpace Facebook Zara Opus Chivas Regal MTV P Coca Cola Absolut Nike LG Apple The Obama presidential campaign Plus more This stimulating book also features a brand management toolkit an invaluable collection of questions exercises and notes culled from Dr Temporal s wealth of experience The toolkit will provide you with your own personal consultancy checklists and support helping to improve and secure your brand equity Whether you are in control of an established company starting up a new one or have responsibility for a brand in a particular industry or sector Advanced Brand Management is an indispensable resource

The New Strategic Brand Management Jean-Noël Kapferer, 2004 Praise and Reviews the best book on brands yet Design Magazine New exciting ideas and perspectives on brand building are offered that have been absent from our literature Philip Kotler S C Johnson Sons Distinguished Professor of International Marketing Northwestern University Kellogg School of Management Managing a brand without reading this book is like driving a car without your license Haesun Lee Senior Vice President of Marketing AMOREPACIFIC Co Korea Kapferer s hierarchy of brands is an extraordinary insight Sam Hill and Chris Lederer authors of The Infinite Asset Harvard Business School Press One of the definitive resources on branding for marketing professionals worldwide Vikas Kumar The Economic Times India One of the best books on brand management Kapferer is thought provoking and always able to create new insights on various brand related topics Rik Riezebos CEO Brand Capital and director of EURIB European Institute for Brand Management The first two editions of Strategic Brand Management were published to great critical acclaim The New Strategic Brand Management has been rewritten and fully revised to bring readers absolutely up to date with the dramatic changes that have taken place in brand management worldwide Dealing with the concept and practice of brand management in its totality it is packed with fresh examples and case studies of brands from all over the world paying particular attention to global brands It also looks at the hype surrounding branding and stresses the role of sound business decisions when building a brand There are several new chapters including brand and business building the challenge of growth in mature markets managing retail brands Plus

completely new sections on innovation and its role in growing and reinventing brands and corporate branding The New Strategic Brand Management will provide all marketing and brand managers with a thorough understanding of the new rules of brand management and how to put them into practice

Strategic Brand Management Jean-Noël Kapferer,1994 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

Global Brand Management Laurence Minsky,Ilan Geva,2019-11-03 In today s hyper connected world any brand with a website or digital presence is global by its very definition yet in practice it takes an enormous amount of strategic planning and adaptability to successfully manage an international brand Global Brand Management explores the increasingly universal scope of brand management In an era when many brand managers will find themselves working for large multinationals operating across varied territories categories and consumer groups developing an understanding of both the opportunities and risks of multinational brands is truly essential Meticulously researched Global Brand Management shows readers how to manage an existing global brand while simultaneously equipping them with the skills to build one from scratch The text uses fascinating case studies including Oreo Harley Davidson and Xiaomi to demonstrate the challenges of maintaining a stable brand identity when operating across territories with different languages cultural values and logistics With helpful pedagogy throughout and built in features to enhance classroom learning Global Brand Management is the perfect springboard for students to appreciate enjoy and embrace the nuances and complexities of brand management on an international scale

Strategic Brand Management Kevin Lane Keller,2003 Written by today s leading authority in brand management and incorporating the latest industry thinking and developments this exploration of brands brand equity and strategic brand management combines a comprehensive theoretical 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 Finely focused on how to and why throughout it provides specific tactical guidelines for planning building measuring and managing brand equity It includes numerous examples on virtually every topic and over 100 Branding Briefs that identify successful and unsuccessful brands and explain why they have been so For industry professionals from brand managers to chief marketing officers

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