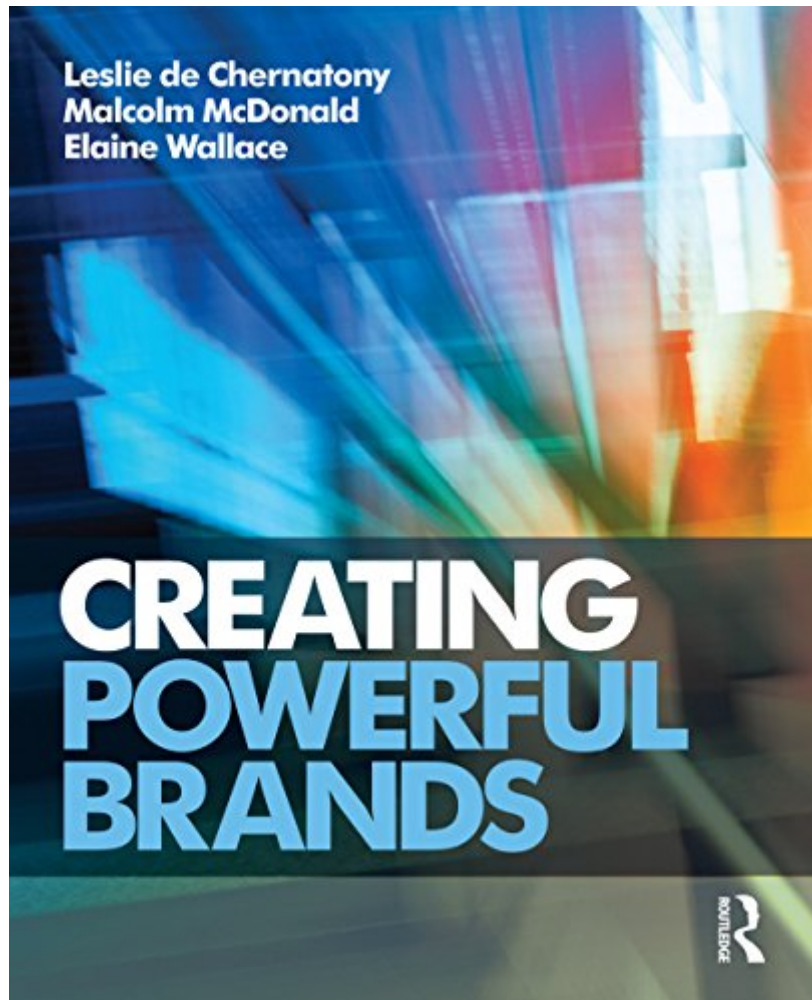# Creating Powerful Brands

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 focusUndergraduate business and marketing students studying brand management will find this an invaluable resource in their quest to understand how branding really works.

Book Information

File Size: 6047 KB

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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...

Creating Powerful Brands Star Brands: A Brand Manager's Guide to Build, Manage & Market Brands Visual Developer Creating ActiveX Controls with Visual Basic 5: The Comprehensive Guide for Creating Powerful Web Controls Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands High Performance ISAPI/NSAPI Web Programming: Your Complete Guide to Creating Fast, Powerful Web Server Programs Visual Developer Developing Custom Delphi 3 Components: Master the Art of Creating Powerful Delphi 3 Software Components Developing Custom Delphi Components: Master the Art of Creating Powerful Delphi Software Components Developing ActiveX Web Controls: The Hands-On Guide to Creating Powerful Controls on the Web Precision Photoshop: Creating Powerful Visual Effects Building Powerful Community Organizations: A Personal Guide to Creating Groups that Can Solve Problems and Change the World Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media) Make Your Point: Creating Powerful Presentations (Explorer Library: Information Explorer) The Physics of Brand: Understand the Forces Behind Brands That Matter Stay With Me: The Most Creative Hotel Brands in the World Essential Elements for Brand Identity: 100 Principles for Designing Logos and Building Brands (Design Essentials) Building Better Brands: A Comprehensive Guide to Brand Strategy and Identity Development Brand Bible: The Complete Guide to Building, Designing, and Sustaining Brands How Brands Grow: What Marketers Don't Know The Drama Years: Real Girls Talk About Surviving Middle School -- Bullies, Brands, Body Image, and More The Hero and the Outlaw : Building Extraordinary Brands Through the

Power of Archetypes