

Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4/e

Strategic Brand Management: Building, Measuring, and Managing Brand

✓ Verified Book of Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4/e

Summary:

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The fourth edition of Strategic Brand Management offers a comprehensive view of the changing technological, cultural, global and economic environment that brands face. The book is well-grounded in practice and can be easily related to past and current marketing activities, events and case studies. Science of Branding boxes have been included to provide in-depth treatment of cutting-edge ideas and concepts. Each chapter contains a Brand Focus appendix that delves into detail on specific and related branding topics, such as brand audits, legal issues, brand crises and private labels. Numerous in-text examples, highlighting brands such as Dettol, Colgate and Jet Airways, have been introduced to illuminate the discussion of virtually every topic and a series of Branding Brief boxes provide more in-depth examinations of ed topics or brands. The text includes engaging visuals that highlight many of the important and interesting concepts and examples from the chapters. Print ads from various Indian companies, such as TCS, ITC, Taj Hotels and Marico, have been incorporated to illustrate case studies and examples. Some of the specific new topics reviewed in depth in this edition include:

- * Marketing in a recession
- * Brand communities
- * Luxury branding
- * Brand characters
- * Brand personas
- * Brand makeovers
- * Shopper marketing
- * Person branding
- * Social currency
- * Brand potential
- * Brand extension scorecard
- * Culture and branding
- * Brand flashbacks
- * Future brand priorities

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