

Brand Management

Branding is one of the most important, and arguably the most visible, manifestations of 'marketing'. Brands are not just important for identifying products, they also add greatly to the value of companies and they are fiercely protected by the companies they represent and can be the subject of conflict between companies who feel the brand is threatened, infringed or stolen. How do brands happen? How are brands defined? How is Brand Equity measured and accounted for? How has globalisation and the move towards no-name or generic brands affected the strength of existing brands? How are brands managed? How do brands re-brand themselves as corporately responsible and ethical? What are brand alliances and how are they changing the way brands are marketed? Brand Management addresses all these issues and more. Overall, this four volume set provides a comprehensive overview of brand management literature, documenting the persisting theoretical debates, current challenges and the consequent literature development. This set also includes a variety of perspectives on brand management originating from European and Australasian, as well as American researchers.



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