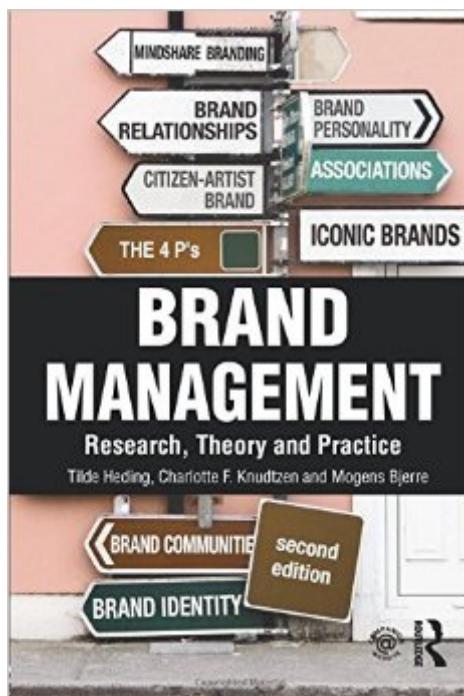


The book was found

Brand Management: Research, Theory And Practice



Synopsis

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.

Book Information

Paperback: 314 pages

Publisher: Routledge; 2 edition (December 3, 2015)

Language: English

ISBN-10: 113880469X

ISBN-13: 978-1138804692

Product Dimensions: 6.1 x 0.7 x 9.2 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #425,195 in Books (See Top 100 in Books) #89 in Books > Business & Money > Marketing & Sales > Marketing > Product Management #368 in Books > Business & Money > Marketing & Sales > Marketing > Research #478 in Books > Textbooks > Business & Finance > Marketing

[Download to continue reading...](#)

Brand Management: Research, Theory and Practice How to Style Your Brand: Everything You Need to Know to Create a Distinctive Brand Identity Likeable Social Media, Revised and Expanded: How to Delight Your Customers, Create an Irresistible Brand, and Be Amazing on Facebook, Twitter, LinkedIn, Instagram, Pinterest, and More Counseling and Psychotherapy with Children and Adolescents: Theory and Practice for School and Clinical Settings Health Psychology: Theory, Research and Practice The Glitter Plan: How We Started Juicy Couture for \$200 and Turned It into a Global Brand World Famous Sauces and Dressings Cookbook: Big Brand Secret Recipes Revealed The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market

Your Brand Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand The Brand Flip: Why customers now run companies and how to profit from it (Voices That Matter) The Hardware Startup: Building Your Product, Business, and Brand Strategic Brand Management Racing Breakneck to the Bottleneck: BP Proves Theory in Macondo Spill Response: How the Theory of Constraints and Lean Manufacturing Were Used to Boost ... 1,000 percent and Save \$700 Million Supply Chain and Logistics Management Made Easy: Methods and Applications for Planning, Operations, Integration, Control and Improvement, and Network Design Quality and Performance Improvement in Healthcare: Theory, Practice, and Management LOIS Logos: How to Brand with Big Idea Logos Securing an Internship in the Sport Industry: Promoting Your Professional Brand in Your Application Materials, Networking Opportunities, & Interviews Private Label Empire: Build a Brand - Launch on FBA - The Perfect Home-Based Business to earn \$1000 to \$20000 per Month (FBA, FBA ... Physical Products, Private Label, FBA) Private Label Empire: Build a Brand - Launch on FBA Eco-Business: A Big-Brand Takeover of Sustainability (MIT Press)

[Dmca](#)