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STRATEGIC BRAND MANAGEMENT

A EUROPEAN PERSPECTIVE

SECOND EDITION



Pearson

Strategic Brand Management A European Perspective

**Dilip Mutum, Sanjit Kumar Roy, Eva
Kipnis**



Strategic Brand Management A European Perspective:

Strategic Brand Management Kevin Lane Keller, Tony Apéria, Mats Georgson, 2008 Finely focused on the how to and why throughout this strategy guide provides specific tactical guidelines for planning building measuring and managing brand equity This approach considers why brands are important what they represent to consumers and what should be done by firms to manage them properly

Strategic Brand Management Kevin Lane Keller, Tony Apéria, Mats Georgson, 2011-10-01 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 75 Branding Briefs that identify successful and unsuccessful brands and explain why they have been so Case studies will familiarize readers with the real life stories of Levi's Dockers Intel Corporation Nivea Nike and Starbucks

Strategic Brand Management and Development Sotiris T. Lalaounis, 2020-12-30 Bringing together theories and concepts from brand management consumer culture theory marketing communications and design this book provides an understanding of how organisations can successfully develop market and manage their brands It draws extensively from scholarly research published in social sciences and humanities to provide a detailed discussion of the process of brand management and development This book explores how organisations can design brand identities develop brand marketing programmes measure brand performance and sustain brand equity combining psychological sociological cultural and management perspectives It provides numerous examples that contextualise theory enabling the reader to understand how past and present branding campaigns and strategies can be deconstructed analysed and evaluated using these theoretical insights With end of chapter case studies on Burberry Juventus F C Pukka Herbs YO and many other European and global brands *Strategic Brand Management and Development* is an essential text for students in marketing brand management and consumer research or for anyone interested in understanding the extraordinary power and scope of brands and branding in contemporary post modern society

Higher Education in Virtual Worlds Charles Wankel, Jan Kingsley, 2009-11-23 Targeted at educators and researchers wishing to use virtual environments in their teaching practice this work provides practical advice specifically for educators in higher education It focuses on the use of Second Life a free readily accessible virtual world which is increasingly being used for both formal and informal learning

International Strategic Marketing J.B. McCall, Marilyn Stone, 2004-07-31 As Europe moves towards becoming a truly single European market its contribution to global marketing grows This topical text expands upon existing international marketing theory and synthesizes it with colourful examples of relevant international marketing practice Topics covered include marketing information systems marketing research product development pricing issues

international promotion distribution channels With a strong theoretical framework this informative text draws out the key issues within the developing European Union and the role it plays in marketing around the globe Its excellent pedagogy including case studies summaries text boxes and a website to run alongside helps make it a valuable resource for academics and professionals alike Visit the Companion website at www.routledge.com/textbooks/0415314178 **Digital Brand Management** Magdalena Grębosz-Krawczyk,Dagna Siuda,2025-09-11 In today's fast evolving digital landscape branding has transcended traditional boundaries becoming a dynamic and multifaceted process This book provides an in depth exploration of brand management in the digital world covering its historical evolution theoretical foundations and strategic applications It delves into brand positioning consumer perception and the role of digital media in shaping brand image Furthermore it highlights integrated communication strategies and the significance of virtual brand communities in fostering brand loyalty The authors examine emerging trends in digital branding such as AI driven personalization user experience and platformization and algorithmic branding emphasizing their impact on consumer engagement and brand differentiation It also addresses the ethical challenges of digital brand management including data privacy transparency and authenticity underscoring the importance of responsible brand stewardship in a competitive and rapidly evolving digital environment This book serves as a comprehensive guide for scholars and academics across marketing brand management and consumer behaviour

Identity-Based Brand Management Christoph Burmann,Nicola-Maria Riley,Tilo Halaszovich,Michael Schade,Kristina Klein,Rico Piehler,2023-03-13 This textbook provides a comprehensive overview of identity based brand management based on current research The authors focus on the design of the brand identity which covers the internal perspective of brand management and the resulting external brand image perceived by consumers and other audiences The book covers topics such as brand positioning the design of the brand architecture and brand elements the management of brand touchpoints and the customer journey as well as multi sensory brand management and brand management in a digital environment Further topics covered are international brand management brand management in the retail sector in social media and on digital brand platforms electronic marketplaces Numerous practical examples illustrate the applicability of the concept of identity based brand management The authors show that the concept of identity based brand management is a valuable management model to make brands successful In the 2nd edition all chapters were fundamentally revised and up to date practical examples as well as latest research findings were added Additional material is available via an app Download the Springer Nature Flashcards App and use exclusive content to test your knowledge

Strategic Retail Management and Brand Management Doris Berger-Grabner,2021-10-25 The retail industry and associated business models have gone through a significant phase of disruption The rapid emergence of new technologies digital business models and the evolution of social media platforms as a new sales channel continue to influence the sector Key contextual or external trends will affect and shape the retail landscape in the years to come Therefore it seems important to prepare for this situation and be ready

with a head start in terms of knowledge This textbook provides its readers basic knowledge about the national and international retail sector and gives important insights into trends and developments It deals with key trends in particular new patterns of personal consumption evolving geopolitical dynamics technological advancements and structural industry shifts Moreover it explains why it is so important that retailers use these trends adapt their retail strategies and tactics create strong brands and come up with innovative new ways of doing business Today we are living in a challenging time for retail This textbook tries to give insights and explanations to better understand these challenges and provide managerial implications *International Strategic Marketing* J.B. McCall, Marilyn Stone, 2004-07-31 As Europe moves towards becoming a truly single European market its contribution to global marketing grows This topical text expands upon existing international marketing theory and synthesizes it with colourful examples of relevant international marketing practice Topics covered include marketing information systems marketing research product development pricing issues international promotion distribution channels With a strong theoretical framework this informative text draws out the key issues within the developing European Union and the role it plays in marketing around the globe Its excellent pedagogy including case studies summaries text boxes and a website to run alongside helps make it a valuable resource for academics and professionals alike Visit the Companion website at www.routledge.com/textbooks/0415314178

The Oxford Handbook of Corporate Reputation Michael L. Barnett, Timothy G. Pollock, 2012-07-19 What does it mean to have a good or bad reputation How does it create or destroy value or shape chances to pursue particular opportunities Where do reputations come from How do we measure them How do we build and manage them Over the last twenty years the answers to these questions have become increasingly important and increasingly problematic for scholars and practitioners seeking to understand the creation management and role of reputation in corporate life This Handbook intends to bring definitional clarity to these issues giving an account of extant research and theory and offering guidance about where scholarship on corporate reputation might most profitably head Eminent scholars from a variety of disciplines such as management sociology economics finance history marketing and psychology have contributed chapters to provide state of the art definitions of corporate reputation differentiate reputation from other constructs and intangible assets offer guidance on measuring reputation consider the role of reputation as a corporate asset and how a variety of factors including stage of life nation of origin and the stakeholders considered affect its ability to create value and explore corporate reputation's role more broadly as a regulatory mechanism Finally they also discuss how to manage and grow reputations as well as repair them when they are damaged In discussing these issues this Handbook aims to move the field of corporate reputation research forward by demonstrating where the field is now addressing some of the perpetual problems of definition and differentiation and suggesting future research directions

The Routledge Companion to International Hospitality Management Marco A. Gardini, Michael C. Ottenbacher, Markus Schuckert, 2020-11-09 The hospitality sector is facing increasing competition and complexity over recent decades in its

development towards a global industry The strategic response to this is still that hospitality companies try to grow outside their traditional territories and domestic markets while the expansion patterns and M A activities of international hotel and restaurant chains reflect this phenomenon Yet interestingly the strategies concepts and methods of internationalization as well as the managerial and organizational challenges and impacts of globalizing the hospitality business are under researched in this industry While the mainstream research on international management offers an abundance of information and knowledge on topics players trends concepts frameworks or methodologies its ability to produce viable insights for the hospitality industry is limited as the mainstream research is taking place outside of the service sector Specific research directions and related cases like the international dimensions of strategy organization marketing sales staffing control culture and others to the hospitality industry are rarely identifiable so far The core rationale of this book is therefore to present newest insights from research and industry in the field of international hospitality drawing together recent scientific knowledge and state of the art expertise to suggest directions for future work It is designed to raise awareness on the international factors influencing the strategy and performance of hospitality organizations while analyzing and discussing the present and future challenges for hospitality firms going or being international This book will provide a comprehensive overview and deeper understanding of trends and issues to researchers practitioners and students by showing how to master current and future challenges when entering and competing in the global hospitality industry

EBOOK: Principles and Practice of Marketing JOBBER, DAVID/E,2016-03-16 EBOOK Principles and Practice of Marketing

Encyclopedia of Sustainable Management Samuel Idowu,René Schmidpeter,Nicholas Capaldi,Liangrong Zu,Mara Del Baldo,Rute Abreu,2023-11-21 This encyclopedia is the most comprehensive and up to date source of reference for sustainability in business and management It covers both traditional and emerging concepts and terms and is fully international in its scope More than 700 contributions of internationally renowned experts provide a definitive access to the knowledge in the area of sustainable and responsible management All actors in the field will find reliable and up to date definitions and explanations of the key terms and concepts of management in this reference work The Encyclopedia of Sustainable Management represents all aspects of management and business conduct It takes sustainability as a management concept that gives due credit to the complexity and diverging constraints in which businesses and corporations act today and it emphasizes and focuses approaches that help ensure that today s management decisions and actions will be the basis for tomorrow s prosperity

Management and Marketing for Improved Competitiveness and Performance in the Healthcare Sector Santos, José Duarte,Pereira, Inês Veiga,2021-06-25 The healthcare sector has never been under as much pressure as it is today This pressure has motivated organizations to reinvent themselves forcing management and marketing to take a more active role Due to this reinvention organizations must incorporate a stronger culture of management and marketing orientation that allows companies to define their course optimize their resources communicate with their stakeholders more efficiently and

encourage customers to become more involved with the company This need is particularly urgent in the healthcare sector as its weight in the economy has grown recently and it must prepare for economic recovery Management and Marketing for Improved Competitiveness and Performance in the Healthcare Sector provides knowledge and skills to apply management and marketing on strategic tactical and operational aspects with an emphasis on the healthcare industry Various aspects of management and marketing such as operations management quality management human resources brand management and digital marketing are discussed The book is ideal for management and marketing academics their students undergraduate graduate programs researchers managers advertisers healthcare organizations hospital boards pharmaceutical representatives and marketers who need to optimize the potential of management marketing applied in the healthcare industry

Design Management Sotiris Lalaounis, 2017-09-22 Placed at the nexus between marketing and organisational studies this book breaks a new ground on the intersection of these two disciplines with design management With the latest marketing thinking assigning greater emphasis on organisations co creating value with consumers and other stakeholders by placing them at the heart of the product service development process it has never been more important to integrate marketing and organisational perspectives into design management This text explores the importance of managing design strategies design processes and design implementation in a way that it puts the human and the society at the centre contributing to organisational success customer gratification and social welfare Drawing from a variety of scholarly research and personal commercial insights this book integrates key concepts of marketing innovation and design to provide an in depth discussion of the subject of design management With end of chapter exercises case studies and reflective insights along with online teaching materials Design Management Organisation and Marketing Perspectives is an essential text for students in design management marketing and innovation or for anyone interested in gaining an in depth understanding of how design can be successfully managed in order to generate the best answers to contemporary global challenges

Marketing Cases from Emerging Markets Dilip Mutum, Sanjit Kumar Roy, Eva Kipnis, 2013-09-03 Despite the fact that experts acknowledge the importance of the emerging markets there is a dearth of real case studies specially focussed on marketing issues This case study book addresses that need It is also important and timely in providing a framework for instructors and researchers both academic and industry to understand the dynamics occurring in emerging markets This book is composed of long and short real cases with varying complexity in different sectors including airlines hotel fashion etc These will cover issues which are unique to the emerging markets including the BRIC countries to understand the dynamics occurring in these countries With its case studies collection of questions and real life marketing examples this book offers unique benefits to marketing students and educators across the world A must have for every marketing course module

The Marketing Book Michael Baker, Susan Hart, 2016-04-14 The Marketing Book is everything you need to know but were afraid to ask about marketing Divided into 25 chapters each written by an expert in their field it s a crash course in

marketing theory and practice From planning strategy and research through to getting the marketing mix right branding promotions and even marketing for small to medium enterprises This classic reference from renowned professors Michael Baker and Susan Hart was designed for student use especially for professionals taking their CIM qualifications Nevertheless it is also invaluable for practitioners due to its modular approach Each chapter is set out in a clean and concise way with plenty of diagrams and examples so that you don't have to dig for the information you need Much of this long awaited seventh edition contains brand new chapters and a new selection of experts to bring you bang up to date with the latest in marketing thought Also included are brand new content in direct data and digital marketing and social marketing If you're a marketing student or practitioner with a question this book should be the first place you look

The SAGE Handbook of Family Business Leif Melin, Mattias Nordqvist, Pramodita Sharma, 2013-11-15 The SAGE Handbook of Family Business captures the conceptual map and state of the art thinking on family business an area experiencing rapid global growth in research and education since the last three decades Edited by the leading figures in family business studies with contributions and editorial board support from the most prominent scholars in the field this Handbook reflects on the development and current status of family enterprise research in terms of applied theories methods topics investigated and perspectives on the field's future The SAGE Handbook of Family Business is divided into following six sections allowing for ease of navigation while gaining a multi dimensional perspective and understanding of the field Part I Theoretical perspectives in family business studies Part II Major issues in family business studies Part III Entrepreneurial and managerial aspects in family business studies Part IV Behavioral and organizational aspects in family business studies Part V Methods in use in family business studies Part VI The future of the field of family business studies By including critical reflections and presenting possible alternative perspectives and theories this Handbook contributes to the framing of future research on family enterprises around the world It is an invaluable resource for current and future scholars interested in understanding the unique dynamics of family enterprises under the rubric of entrepreneurship strategic management organization theory accounting marketing or other related areas

Fashion Management Rosemary Varley, Ana Roncha, Natascha Radclyffe-Thomas, Liz Gee, 2024-11-14 The 2nd edition of this market leading text solidifies the book's place as the go to guide for students studying the business of fashion With its truly international approach and host of pedagogical features including abstracts from key Bloomsbury Fashion Business Cases in each chapter it is the perfect resource for getting to grips with the breadth of issues and concerns facing fashion organizations today Covering prominent brands such as Prada Glossier Nike and ASOS as well as SMEs like Elvis and Kresse this text not only prepares readers for academic success but also for the diversity of the real world fashion industry The 2nd edition of Fashion Management includes A new chapter on Managing Routes to Fashion Markets reflecting the growing precedence of digitalization and omnichannel retailing in the contemporary fashion industry A new chapter on Fashion Law highlighting the importance of recognizing and responding to

legal issues such as intellectual property law data protection consumer law and influencer culture Substantial new material on ethics sustainability and Corporate Social Responsibility CSR an understanding of which is vital as calls for transparency in the fashion industry continue to grow This is an ideal textbook for those studying on undergraduate and postgraduate degree courses in fashion management and fashion marketing The book is also an important supplementary resource for courses in marketing retailing and business studies

ISCONTOUR 2014 - Tourism Research Perspectives Roman Egger,Christian Maurer,2014-05-02 Proceedings of the ISCONTOUR The aim of the International Student Conference in Tourism Research ISCONTOUR is thus to offer students a unique platform to present their research and to establish a mutual knowledge transfer forum for attendees from academia industry government and other organisations The annual conference which is jointly organised by the IMC University of Applied Sciences Krems and the Salzburg University of Applied Sciences will take place alternatively at the locations Salzburg and Krems The conference research chairs are Prof FH Dr Roman Egger Salzburg University of Applied Sciences and Prof FH Mag Christian Maurer University of Applied Sciences Krems The target audience include international students also PhDs graduates teachers and lecturers from the field of tourism and leisure management as well as companies and anyone interested in the conference topic areas Issues to be covered at the conference include the following areas within a tourism context Marketing Management Tourism Product Development Sustainability Information and Communication Technologies

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