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Strategic Brand Management

Building, Measuring, and Managing Brand Equity

FIFTH EDITION



Kevin Lane Keller
Vanitha Swaminathan

Strategic Brand Management Keller 3rd Edition 1

Joe Tidd



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Marketing Communications Micael Dahlen, Fredrik Lange, Terry Smith, 2009-12-21 *Marketing Communications A Brand Narrative Approach* is a mainstream student driven text which gives prominence to the driving force of all Marketing Communications the imperative of Branding The book aims to engage students in an entertaining informative way setting the conceptual mechanics of Marketing Communications in a contemporary dynamic context It includes key current trends such as Brand narrative approach Cases such as Dove Harley Davidson Nike and World of War Craft feature real life salient examples which are engaging for students and reflect the growth of co authored brand stories to help build and maintain brands by customer engagement through meaningful dialogues Media neutral multi media approach This text has a sound exploration of online and offline synergy combining one message delivery and multi media exposures through examples of companies and political campaigns using non traditional media to reach groups not locking into normal channels This brand new text features an impressive mixture of real life brand case studies underpinned with recent academic research and market place dynamics The format is structured into three sections covering analysis planning and implementation and control of Marketing Communications Using full colour examples of brands and student friendly diagrams the book acknowledges that the modern student learns visually as well as through text COMPANION WEBSITE www.marketingcomms.com

Using Influencer Marketing as a Digital Business Strategy Teixeira, Sandrina, Teixeira, Sara, Oliveira, Zaila, Souza, Elnivan, 2023-12-08 *Using Influencer Marketing as a Digital Business Strategy* presents a comprehensive exploration of the burgeoning world of digital influencers whose impact on consumer behavior and brand promotion is rapidly transforming the marketing landscape This book delves into the most relevant topics in the field providing a valuable contribution to both management and academia alike The book delves into the essence of influencer marketing by examining the different types of influencers and their crucial role in reaching a brand's target audience The strategic partnership between influencers and brands is analyzed highlighting how these influential content creators act as powerful intermediaries between companies and potential consumers By examining the intricate relationship between influencers brands and consumers the book sheds light on the purchase intention process and consumer habits in the digital age Given the recent emergence of influencer marketing as a prominent force this book serves as a critical reference source for researchers business executives marketing professionals influencer marketing agencies and graduate students seeking to expand their understanding of this dynamic field

Islamic Marketing and Branding T. C. Melewar, S. F. Syed Alwi, 2017-12-06 *Islamic Marketing and Branding Theory and Practice* provides a concise mix of theory primary research findings and practice that will engender confidence in both students and practitioners alike by means of the case study included in each chapter Through three main parts Branding and Corporate Marketing Religion Consumption and Culture and Strategic Global Orientation this book provides readers from areas across the spectrum covering marketing

organisational studies psychology sociology and communication and strategy with theoretical and managerial perspectives on Islamic marketing and branding In particular it addresses Insights into branding and corporate marketing in the Islamic context An introduction to Islamic consumption and culture rules and regulations in brands and consumption in Islamic markets An identification of how the strategic global orientation of the Islamic approach is practised and how it works in different Islamic countries such as emerging countries Readers are introduced to a variety of business and management approaches which once applied to their business strategies will increase their chances of successful implementation

Addressing both theoretical and practical insights this book is essential reading for marketing and branding scholars and students as well as CEOs brand managers and consultants with an interest in this area

Building Strong Congregations

Bruce Wrenn, Philip Kotler, Norman Shawchuck, 2010 You probably have a fairly good idea of what it took to construct the building in which your congregation meets First there was a recognized need for a building followed by a budget blueprints fund raising construction workers and building materials and voil The structure proudly stands as a monument to the effective implementation of a well thought out plan

Strategic Marketing Planning Karel Jan Alsem, 2023-11-01 This book provides a uniquely practical approach to strategic marketing planning Combining a comprehensive overview of theory with practice each chapter takes the reader step by step through the strategic marketing process Beginning with situation analysis it moves on to marketing strategy targeting and brand positioning and finally details the overall implementation and creation of customer values This second edition has been fully updated to integrate both sustainability and digitalization throughout the whole strategic planning process covering analyzing consumer needs setting goals choosing a brand positioning and marketing communication Subjects such as big data AI online behavioral targeting influencer marketing and social media are explored accompanied by plentiful examples A unique feature is the full integration of sustainability within normal marketing led by a new customer value model Strategic Marketing Planning equips the reader with the necessary tools and techniques to develop and deliver a thorough and effective marketing strategy With a broad range of international case studies that bring the theory to life this well renowned text is vital reading for undergraduate and postgraduate students of marketing management and strategic marketing It should also be of interest to marketing practitioners who want a clear overview to aid them in the planning process Support materials include PowerPoint slides

European Journal of Tourism Research, 2019-07-09 The European Journal of Tourism Research is an open access academic journal in the field of tourism published by Varna University of Management Bulgaria Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism Publications from all fields connected with tourism such as tourism management tourism marketing tourism sociology psychology in tourism tourism geography political sciences in tourism mathematics tourism statistics tourism anthropology culture and tourism information technologies in tourism and others are invited The journal is open to all researchers Young researchers and authors from Central and Eastern Europe are encouraged to submit their

contributions Regular Articles in the European Journal of Tourism Research should normally be between 4 000 and 20 000 words Major research articles of between 10 000 and 20 000 are highly welcome Longer or shorter papers will also be considered The journal publishes also Research Notes of 1 500 2 000 words Submitted papers must combine theoretical concepts with practical applications or empirical testing The European Journal of Tourism Research includes also the following sections Book Reviews announcements for Conferences and Seminars abstracts of successfully defended Doctoral Dissertations in Tourism case studies of Tourism Best Practices The European Journal of Tourism Research is published in three Volumes per year There are no charges for publication The journal is indexed in Scopus and Clarivate Analytics Emerging Sources Citation Index

Business-to-Business Brand Management Mark S. Glynn, Arch G. Woodside, 2009-06-19 Focuses on sensemaking decisions actions and evaluating outcomes relating to managing business to business brands including product and service brands This book features chapters that address aspects of the marketing mix for business to business and industrial marketers It includes papers that provide brand management insights for managers

The Branding of Tourist Destinations Mark Anthony Camilleri, 2018-12-04 The marketing of tourist destinations requires continuous strategic planning and decision making This book provides researchers and practitioners with an in depth understanding of different tourism products marketing strategies and destination branding tactics as well as useful insights into sustainable and responsible tourism practices

The Routledge Companion to Corporate Branding Oriol Iglesias, Nicholas Ind, Majken Schultz, 2022-04-28 This companion is a prestige reference work that offers students and researchers a comprehensive overview of the emerging co created multi stakeholder and sustainable approach to corporate brand management representing a paradigm shift in the literature The volume contains 30 chapters organised into 6 thematic sections The first section is an introductory one which underscores the evolution of brand management thinking over time presenting the corporate brand management field introducing the current debates in the literature and discussing the key dimensions of the emerging corporate brand management paradigm The next five sections focus in turn on one of the key dimensions that characterize the emerging approach to corporate brand management co creation sustainability polysemic corporate narratives transformation history and future and corporate culture Every chapter provides a deep reflection on current knowledge highlighting the most relevant debates and tensions and offers a roadmap for future research avenues The final chapter of each section is a commentary on the section written by a senior leading scholar in the corporate brand management field This wide ranging reference work is primarily for students scholars and researchers in management marketing and brand management offering a single repository on the current state of knowledge current debates and relevant literature Written by an international selection of leading authors from the USA Europe Asia Africa and Australia it provides a balanced authoritative overview of the field and convenient access to an emerging perspective on corporate brand management

Gaining Momentum: Managing The Diffusion Of Innovations Joe Tidd, 2010-07-29

Diffusion or the widespread adoption of innovations is a critical yet under researched topic There is a wide gap between development and successful adoption of an innovation Therefore a better understanding of why and how an innovation is adopted can help develop realistic management and business plans Most books on this topic use a single discipline approach to explain the diffusion of innovations This book adopts a multi disciplinary and managerial process approach to understanding and promoting the adoption of innovations based on the latest research and practice It will be of interest to graduates and researchers in marketing product development and innovation courses a *Building Corporate Identity, Image and Reputation in the Digital Era* T C Melewar, Charles Dennis, Pantea Foroudi, 2021-07-29 Brands corporate products service today are collectively defined by their customers deriving from personal experiences and word of mouth This book acts as a forum for examining current and future trends in corporate branding identity image and reputation Recognising the complexity and plurality at the heart of the corporate branding discipline this book fills a gap in the literature by posing a number of original research questions on the intrinsic nature of corporate branding ideas from corporate external and organisation internal identity perspectives as they relate to brand management corporate reputation marketing communications social media smart technology experiential and sensory marketing It incorporates current thinking and developments by both multidisciplinary academics and practitioners combining a comprehensive theoretical foundation with practical insights The text will serve as an important resource for the marketing identity and brand practitioners requiring more than anecdotal evidence on the structure and operation of stakeholders communication in different geographical areas It determines current practices and researches in diverse areas regions and commercial and non commercial sectors across the world The book provides scholars researchers and postgraduate students in business and marketing with a comprehensive treatment of the nature of relationships between companies brands and stakeholders in different areas and regions of the world *Handbook of Research on Emerging Business Models and the New World Economic Order* Saiz-Alvarez, Jose Manuel, 2021-10-15 The COVID 19 pandemic is causing a radical change in both the economic and business paradigms that have ruled countries for decades Emerging models are leading to a new world economic order predictably led by China and the United States New forms of organization new ways of working remotely the strengthening of some industries to the detriment of others and the supremacy of technology to be able to work are going to change the economies as we know them today The Handbook of Research on Emerging Business Models and the New World Economic Order offers strategies economic policies social economic and political trends that will affect organizations to increase their efficiency and labor productivity and change the world s business and financial structures This book forecasts future business changes and prospective models structural or not for guiding the survival of small and medium enterprises SMEs multinationals family firms entrepreneurs and NGOs in the post COVID 19 era Covering topics such as business model creation global sustainable logistics 4 0 and social and solidarity economy this text is essential for economists entrepreneurs managers executives family

firms SMEs business professionals policymakers students researchers practitioners and academicians **A Research Agenda for Brand Management in a New Era of Consumerism** Ceridwyn King, Enrique Murillo, 2023-09-06 Tracking the seismic shifts in consumerism over time this cutting edge Research Agenda provides a theoretical and methodological roadmap of brand management research in the third age of consumption Leading experts and pioneers of key concepts in brand management give insights into the exponential growth of the field and identify promising directions for future investigation **Managing Cultural Joint Ventures** Tanja Johansson, Annukka Jyrämä, Kaari Kiitsak-Prikk, 2022-09-05 This book provides an in depth exploration of two key aspects of managing cultural collaborations managing the multiple identities of venture participants and managing the diverse images and brand relationships There are a variety of books available on mergers and acquisitions in the corporate world but cultural joint ventures have not been examined in detail and there are significant differences to consider Cultural joint ventures are emerging as an important organizational structure in the creative sector This is largely due to uncertainties in public funding increased competition for audiences and the ongoing search for innovative programming Although arts organizations need to understand and manage these economic aspects other aspects including internal culture identity and brand image are vital to the successful management of cultural joint ventures Taking a global view and covering a variety of creative collaborations the authors present case studies from Scandinavia Europe North and South America and New Zealand From a managerial point of view this book is valuable not only for a range of managers working in different types of cultural centres but also for managers working within various collaborative efforts in the creative industries more broadly This will also be a valuable resource for researchers and scholars in the fields of arts management and marketing **The Strategy of Global Branding and Brand Equity** Alvin Lee, Jinchao Yang, Richard Mizerski, Claire Lambert, 2015-03-02 Why does a customer choose one brand over another What are the factors which would make an individual more inclined to choose your brand This book offers a way to predict which brand a buyer will purchase It looks at brand performance within a product category and tests it in different countries with very different cultures Following the Predictive Brand Choice PBC model this book seeks to predict a consumer s loyalty and choice Results have shown that PBC can achieve a high level of predictive accuracy in excess of 70% in mature markets This accuracy holds even in the face of price competition from a less preferred brand PBC uses a prospective predicting method which does not have to rely on a brand s past performance or a customer s purchase history for prediction Choice data is gathered in the retail setting at the point of sale The Strategy of Global Branding and Brand Equity presents survey data and quantitative analyses that prove the method described to be practical useful and implementable for both researchers and practitioners of commercial brand strategies The Influence of Values on Consumer Behaviour Erik Kosteljk, 2016-08-05 Substantial progress has been made in the conceptualization of values within psychology The importance of values is also acknowledged in marketing and companies use values to describe the core associations of their brand Yet despite this the values concept

has received limited attention in marketing theory The Influence of Values on Consumer Behaviour aims to bridge the gap between the conceptual progress of values in psychology and the current practice in marketing and branding literature It proposes the Value Compass a comprehensive value system that is cross culturally applicable to consumer behaviour and brand choice The values concept is used in psychology to identify the motivations underlying behaviour a concept that marketers have borrowed to define brand values This has led to conceptual confusion Whereas in psychology the values system is perceived as an integrated structure in marketing values are treated as abstract motivations that give importance to the benefits of consumption Attention in marketing has shifted away from brand values toward brand personality a set of human characteristics associated with a brand Despite its popularity brand personality has limitations in explaining consumer behaviour while the potential merits of a brand values concept have remained largely unexplored The book presents a meaningful alternative to the brand personality concept and promotes the benefits of using the Value Compass for assessing the effects of brand values and personal values on consumer choice As such it will be essential reading for academics and postgraduate students in the fields of marketing consumer psychology branding consumer choice behaviour and business studies *Proceedings of IAC 2017 in Vienna* group of authors, 2017-08-15 International Academic Conference on Teaching Learning and E learning and International Academic Conference on Management Economics and Marketing Vienna Austria 2017 IAC MEM 2017 IAC TLEI 2017 August 18 19 2017 Shopper Marketing Daniel J. Flint, Chris Hoyt, Nancy Swift, 2014 The shopper marketing methodology is a powerful complete approach for satisfying target consumer demand at the point of maximum influence and thereby driving consumers to purchase It gives companies a far deeper understanding how consumers behave as shoppers and leverages this intelligence across the entire supply chain to benefit all stakeholders companies brands consumers retailers and shoppers Shopper marketing requires supply chain partners to smoothly integrate complex sets of marketing and sales tools in order to engage shoppers build brand equity and persuade shoppers when they move into shopping mode Internally it also demands deeper coordination of R and D marketing innovation operations logistics and distribution It isn't easy but it offers remarkable proven results that are virtually unachievable any other way In Shopper Marketing three of the field's pioneering innovators and consultants bring together state of the art insights strategic approaches and supply chain execution methods for successfully employing shopper marketing initiatives throughout your organization Dan Flint Chris Hoyt and Nancy Swift clearly explain what shopper marketing is and why it is critical for marketers to master They review each of its six objectives and eight foundational principles demonstrating how to adapt and apply it in your environment overcome obstacles and systematically create value along your entire path to purchase Drawing on their unsurpassed consulting experience they also assess emerging trends and their implications helping you deepen customer loyalty extend competitive advantage and improve profitability for years to come **Strategic Brand Management** Richard H. Elliott, Richard Rosenbaum-Elliott, Larry Percy, Simon Pervan, 2015

Written by an expert author team this engaging textbook builds upon the traditional frameworks of brand strategy to analyse the emotional and cultural impact real world brands have on contemporary consumers **When Luxury Meets Art** Olga Louisa Kastner, 2013-12-05 Increasingly luxury brands join forces with the arts today Yet these cross over collaborations do not constitute a homogeneous strategy but become manifest in manifold forms and appearances Regardless of their growing practical relevance for the creation of contemporary luxury brands though the varied forms of Luxury Brand Art Collaborations LBACs have remained largely unexplored to date Olga Louisa Kastner aims at systematizing the dominating collaborative patterns between luxury brands and the arts She empirically derives distinct types of LBACs based on methodically developed attributes and a large number of real cases Finally the author describes the main characteristics of the identified types and illustrates them by prototypical cases

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