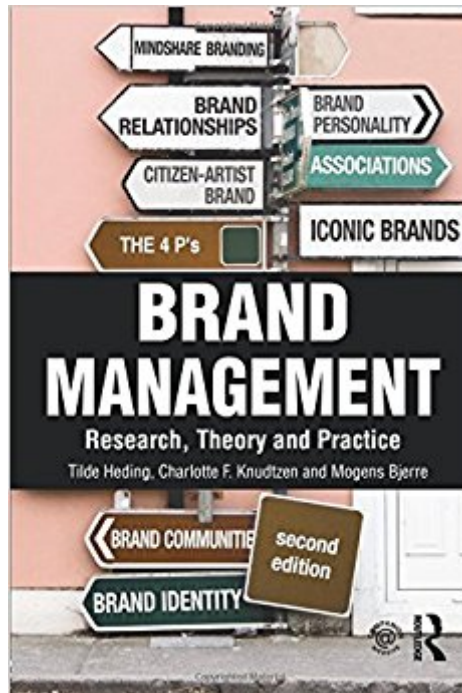


The book was found

# 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 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 Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition The Global Brand: How to Create and Develop Lasting Brand Value in the World Market Brand Real: How Smart Companies Live Their Brand Promise and Inspire Fierce Customer Loyalty The Brand Mapping Strategy: Design, Build,

and Accelerate Your Brand Brand-new Pencils, Brand-new Books (Gilbert and Friends (Paperback))  
Brand Strategy 101: Your Logo Is Irrelevant - The 3-Step Process to Build a Kick-Ass Brand (The 7  
Steps to a Successful Business in a Changing Market) Designing Brand Experience: Creating  
Powerful Integrated Brand Solutions (Graphic Design/Interactive Media) A New Brand World: Eight  
Principles for Achieving Brand Leadership in the Twenty-First Century How to Style Your Brand:  
Everything You Need to Know to Create a Distinctive Brand Identity The 1 Day Brand: Learn How  
To Build A Physical Product Brand In One Day Nursing Research: Methods and Critical Appraisal  
for Evidence-Based Practice, 8e (Nursing Research: Methods, Critical Appraisal & Utilization) The  
Practice of Qualitative Research: Engaging Students in the Research Process Health Behavior and  
Health Education: Theory, Research, and Practice Reading and Deafness: Theory, Research, and  
Practice Health Psychology: Theory, Research and Practice Advertising Research: Theory &  
Practice (2nd Edition)

[Dmca](#)