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The "New Strategic Brand Management" will provide all

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For the brand managers, this study implies that the development of an interpersonal consumer-brand bond can be developed by employing benefit brand positioning strategy, surrogate brand ...

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Moving beyond marketing, The New Strategic Brand Management addresses the bigger picture, integrating other components such as business models, HR and finance into brand building. It analyses the specifics of brands in B2B, services, distribution, the internet and the luxury sector.

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brands (luxury, corporate and retail), international examples and case studies from companies such as Audi, Nivea, Toyota and Absolut Vodka, plus models and frameworks such as the Brand Identity Prism, it remains at the forefront of strategic brand thinking.

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Jean-Noel Kapferer is the European authority on brand

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management. He is internationally recognised as one of the worldwide leading specialists on brands and one of the most influential. He has promoted radical new concepts and methods, written eleven books on communication and brands.

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The New Strategic Brand Management Free Summary by Jean ...

The role of strategic brand management is to take the brand equity of the company to new heights through sequential steps which add value to the brand and ultimately position the brand strongly in the mind of the customers.

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