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Brand Management: A theoretical and practical approach. takes a decision-making approach to the subject, structured around the decisions a brand or product manager would face when considering their own brand strategy, covering topics such as design, judicial protection, adverse publicity and financial-brand valuation.

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## **Brand Management: A Theoretical and Practical Approach ...**

Brand Management: A theoretical and practical approach should be of particular interest to both undergraduate and postgraduate students studying for a general marketing qualification as well as those specialising in Brand Management, Product Branding or Corporate Image/Branding.

## **Riezebos, Brand Management: A Theoretical and Practical ...**

Brand equity and strategic brand management combine 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. This book is prepared for specific tactical guidelines for planning, building, measuring and managing brand equity. It ...

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Brand management builds brand credibility and credible brands only can build brand loyalty, bounce back from circumstantial crisis, and can benefit from price-sensitive customers. History [ edit ] In pre-literate societies, the distinctive shape of amphorae served some of the functions of a label, communicating information about region of origin, the name of the producer and may have carried ...

## **Brand management - Wikipedia**

Brand Management: Research, theory and practice fills a gap in the market, providing an understanding of how the nature of brand and the idea of the consumer differ in these approaches, and offers in-depth insight into the opening question of almost every brand

## **Brand Management: Research, theory and practice**

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- Brand management in small to medium-sized enterprises (SMEs) is an area of study in its infancy. Although considerable literature has been published about brand management in general, all theory and case studies are based only on multinationals. This article proposes providing the results and conclusions of exploratory research into this subject, and into SMEs in particular., - To ...

## **Successful brand management in SMEs: a new theory and ...**

Successful brand management in SMEs: a new theory and practical hints The Authors

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Brand management is a function of marketing that uses techniques to increase the perceived value of a product line or brand over time. Effective brand management helps a company build a loyal ...

## **Brand Management Definition**

A good brand management plan helps to build a corporate image and the brand manager must oversee the overall brand performance. Successful brands are the result of a robust brand management system. On a wider scale, brand management includes managing both the intangible and tangible characteristics of a brand.

## **12 Major Principles of Brand Management for successful ...**

A contribution is made to build an entrepreneurial paradigm and theory of brand management in such enterprises, and a set of six theoretical propositions with implications concerning theory and ...

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brand management. The basic structure will include a general overview of brands, their history and the theory behind them. However, the thesis will be focused on the practical application of brand

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management theory based on an advertising agency called ADcode. ADcode is a new company that has recently entered the market with products

## **Brand Management and Branding - Theseus**

Brand Management: Mastering Research, Theory and Practice is a valuable resource for those looking to understand how a brand can be conceptualized and thus managed in all its complexity. Going beyond the 'quick fixes' of branding, it offers a comprehensive overview of brand management theories from the last 35 years. A highly regarded textbook, this fully updated third edition brings fresh ...

## **Brand Management: Mastering Research, Theory and Practice ...**

The widely accepted SOR model (see Fig. 2) provides the marketing and brand strategy communities with a robust theoretical foundation for understanding and explaining brand management research ...

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## **Brand Management: A Theoretical and Practical Approach ...**

Definition of brand and branding. Brand is a term closely linked to a product or place's image and

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reputation in that it “captures the idea of reputation observed, reputation valued and reputation managed” (Anholt, 2010, p. 20).. At its simplest, a brand is “a product or service or organisation, considered in combination with its name, its identity and its reputation” (Anholt, 2007 ...

## **Branding Theory | Concepts & Definition | TPBO**

1 The history of the brand  
1.1 - The brand before 1870  
1.2 - The development of the manufacturer-owned brand  
1.3 - The development of the distributor-owned brand  
1.4 - The awareness of the value of brands  
1.5 - Recent developments  
2 The choice for a brand strategy  
2.1 - The applicability of a brand strategy  
2.2 - Possible advantages of a brand strategy  
3 Analysis of the branded article  
3.1 - The four ...

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