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# THE NEW STRATEGIC BRAND MANAGEMENT

Creating and Sustaining Brand Equity Long Term

JEAN-NOËL KAPFERER

# New Strategic Brand Management

**Jean-Noël Kapferer**

## **New Strategic Brand Management:**

*The New Strategic Brand Management* Jean-Noël Kapferer, 2012-01-03 Adopted internationally by business schools and MBA programmes this book is the ultimate resource for senior strategists positioning professionals and postgraduate students to understand and overcome the challenges of brand management and strategy today written by the leading international expert of branding Jean No l Kapferer The New Strategic Brand Management is simply the reference source for branding professionals and postgraduate students Over the years it has not only established a reputation as one of the leading works on brand strategy but also has become synonymous with the topic itself Using an array of international case studies this book covers all the leading issues faced by brand strategists today with both gravitas and intelligent insight It reveals new thinking on topics such as putting culture and content into brands the impact of private labels and the comeback of local brands This updated fifth edition builds on the book s already impressive reputation including new content that will help students and practitioners stay up to date with targeting with relevant research and market knowledge to support the discipline With dedicated sections for specific types of 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 The New Strategic Brand Management remains at the forefront of strategic brand thinking *The New Strategic Brand Management* Jean-Nol Kapferer, 2004 Praise and Reviews the best book on brands yet Design Magazine New exciting ideas and perspectives on brand building are offered that have been absent from our literature Philip Kotler S C Johnson Sons Distinguished Professor of International Marketing Northwestern University Kellogg School of Management Managing a brand without reading this book is like driving a car without your license Haesun Lee Senior Vice President of Marketing AMOREPACIFIC Co Korea Kapferer s hierarchy of brands is an extraordinary insight Sam Hill and Chris Lederer authors of The Infinite Asset Harvard Business School Press One of the definitive resources on branding for marketing professionals worldwide Vikas Kumar The Economic Times India One of the best books on brand management Kapferer is thought provoking and always able to create new insights on various brand related topics Rik Riezebos CEO Brand Capital and director of EURIB European Institute for Brand Management The first two editions of Strategic Brand Management were published to great critical acclaim The New Strategic Brand Management has been rewritten and fully revised to bring readers absolutely up to date with the dramatic changes that have taken place in brand management worldwide Dealing with the concept and practice of brand management in its totality it is packed with fresh examples and case studies of brands from all over the world paying particular attention to global brands It also looks at the hype surrounding branding and stresses the role of sound business decisions when building a brand There are several new chapters including brand and business building the challenge of growth in mature markets managing retail brands Plus completely new sections on innovation and its role in growing and reinventing brands and corporate branding The New

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Biswas,2018-01-17 How to Manage Market For Sustainable Profit and Growth This concise book is an attempt to answer this question by urging the business professionals to see and carry out the entire business from the perspective of customers The book provides step by step directions to business professionals how to find out the unmet or under met jobs of customers how to choose the market of interest and specific groups of customers for doing business with how to create and deliver winning customer value proposition for these customers through innovation and suitable business models how to navigate the business through product development branding sales and distribution under different kinds of market complexities including commoditization and globalization of markets and provide seamless experience to the customers The book ends with recommending ways to manage customer loyalty and profitability and steering the firm to the path of sustained profitable growth **The New Strategic Brand Management, 5th Edition** Jean-Noël Kapferer,2012 Kapferer's essential definitive reference source on brand management and strategic brand thinking for all marketing professionals and students

Strategic Brand Management Jean-Noël Kapferer,1996-10-24 CUSTOMER EXPERIENCE MANAGEMENT - THE EXPERIENTIAL JOURNEY James Seligman,2018-09-19 Organizations that want to deliver required outcomes can do so by shifting gears from traditional command and control tactics to a more collaborative way of working with customer interactions ensuring relevant skills and capabilities are made available By investing in technology organizations that support the customer experience can provide accurate forecasting customer in sight and the skills and capabilities regardless of their location and time zone Processes that span the back office to the front office should provide real time insight into the interpersonal experience journeys and enable co creation of goods and services **The New Strategic Brand Management** J. N. Kapferer,2008

*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

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Hannah Schatte,2009-09-03 Scientific Essay from the year 2009 in the subject Business economics Marketing Corporate Communication CRM Market Research Social Media grade 1 3 Carl von Ossietzky University of Oldenburg course Intellectual Property language English abstract The Football World Cup ushers a gigantic marketing machinery where particularly industries such as tourism catering culture and media are hoping to gain massive revenues Yet the commercialisation of this event does not only bring marketing managers but also lawyers on board because the major part of the earnings of those events are not formed by the ticket sales but by the sponsorship money Since the 1980s sport sponsoring has increased constantly due to the fact that companies are hoping to gain an considerable increase in publicity and corporate image benefits Given the huge expenses it is not surprising that not only the organisator of the Football World Cup namely the FIFA but also the sponsors are longing for maximized exclusiveness of their trademarkrights Along with this exclusiveness comes the concern about competition law matters which are also addressed under the behaviour of Strategic Branding This paper will deal with the problem of Strategic Branding and Ambush Maketing in cases of eventmarks using the example of the trademark Fussball WM 2006 to illustrate the general problems arising from the application of eventmarks

**The New Strategic Brand Management, 4/Ed** Kapferer,J N,2009-01-01 Strategic Brand Management Kevin Lane Keller,2003 Written by today's leading authority in brand management and 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

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