
Marketing and communication professionals: Brand Aid, 2nd Edition is the most important resource of its type for marketers and senior management. It contains the latest thinking on competitive product and service development, segmentation and targeting, marketing strategies, building and managing brands, managing and communicating brands, brand management functions, brand maintenance, advertising, and promotion. This book is an essential guide for anyone who wants to understand the fundamental elements of marketing and communications, and how they work together to create and communicate brands.

Strategic Brand Management: The Science and Art of Branding

The significance of a brand is becoming more and more evident in the competitive marketplace. A growing number of companies are realizing that their brand is a key asset that can contribute to their financial performance. This book provides an overview of the key concepts and practices in strategic brand management, and how they can be leveraged to create and maintain a strong brand image.

Building Brand Equity & Advertising: Building Customer-based Brand Equity

Establishing a strong brand is essential for a company's success. This book explains the importance of building a strong brand, and provides practical advice on how to achieve this goal. It covers topics such as brand positioning, brand identity, brand communication, and brand building.

Connectix: Branding & Brand Equity For Dummies

The book provides plain English advice on assembling a top-notch branding team, positioning your brand, handling customer service, and creating a brand culture. It also offers practical tips on assembling a top-notch branding team, positioning your brand, handling customer service, and creating a brand culture.

The Science and Art of Branding

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Build Your Brand: A Step-by-Step Guide to Promoting Your Business, Your Ideas, and Yourself

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Marketing Communications: How Marketers Think and Act. A Practical Guide for Creating Successful Branded Narratives. 2021. "This book offers a comprehensive examination of how marketing communications are created, developed, and executed." - Barton Weitz 2015-12-17 The Handbook of Marketing is different... that Barton Weitz and Robin Wensley are its editors should suggest something out of the ordinary. A glance at the contributors—e.g., William O’Leary, Jan Kral, Shane S. Green, Margaret A. Neale—suggests that the book will be remarkable, yet dear to the editors’ hearts. The Handbook is an extraordinary effort. The book is an odd duck: a handbook in a conventional sense will be invaluable to advanced undergraduates, graduate students, academics, and thoughtful practitioners in marketing. The Handbook is a landmark reference—a collaborative effort of many marketing scholars that has been produced and published with the singular purpose of providing the best possible research and practice advice in the Handbook. The Handbook is an extraordinary effort. The book is an odd duck: a handbook in a conventional sense will be invaluable to advanced undergraduates, graduate students, academics, and thoughtful practitioners in marketing. This book is the result of a unique collaboration among experts from around the globe who are redefining best practices in managing brands, examining the future of branding on key concepts including brand performance management, brand performance management, brand performance management, brand performance management, brand performance management, and brand performance management. This book gathers selected papers from the 29th Eurasia Business and Economics Society (EBES) Conference, held in Lisbon, Portugal. While the conference focused on emerging economies and international trade, studies on labor economics and public economics, as well as regional studies, round out the coverage. In summary, Weitz and Wensley should be congratulated for the excellent work in developing Handbook of Marketing. The book fills a major void in the marketing literature on marketing management and scholars to consider Handbook of Marketing. The text will certainly appeal to those with interests in marketing management; it may also be useful to those who are more focused on methodological issues but interested in topics that need additional, rigorous investigation.... In summary, Weitz and Wensley should be congratulated for the excellent work in developing Handbook of Marketing. The book fills a major void in the marketing literature on marketing management and will serve for decades for many years to come - Journal of Marketing Research. This text provides the core course of teaching marketing... and closely with a number of successful students in setting the guiding principles for future research.... This text provides the core course of teaching marketing... and closely with a number of successful students in setting the guiding principles for future research.... This text provides the core course of teaching marketing... and closely with a number of successful students in setting the guiding principles for future research.... This text provides the core course of teaching marketing... and closely with a number of successful students in setting the guiding principles for future research.... This text provides the core course of teaching marketing... and closely with a number of successful students in setting the guiding principles for future research.... This text provides the core course of teaching marketing... and closely with a number of successful students in setting the guiding principles for future research.... This text provides the core course of teaching marketing... and closely with a number of successful students in setting the guiding principles for future research....