

1. Record Nr.	UNINA9910139508603321
Autore	Fisher-Buttinger Claudia
Titolo	Connective branding [[electronic resource]] : building brand equity in a demanding world / / Claudia Fisher-Buttinger and Christine Vallaster
Pubbl/distr/stampa	Hoboken, NJ, : Wiley, c2008
ISBN	1-119-20839-4 1-282-68406-X 9786612684067 0-470-74087-6
Edizione	[1st edition]
Descrizione fisica	1 online resource (382 p.)
Classificazione	85.40
Altri autori (Persone)	VallasterChristine <1971->
Disciplina	658.8/27
Soggetti	Brand name products - Management Brand name products - Valuation - Management Branding (Marketing) Corporate image
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	CONNECTIVE BRANDING; CONTENTS; PROLOGUE; INTRODUCTION; PART I: SETTING THE STAGE; CHAPTER 1: MARKET FORCES; CHAPTER 2: EMERGING STRATEGIES TO ADDRESS MARKET FORCES; PAR II: A FRAMEWORK FOR COPING; CHAPTER 3: BRAND FRAMEWORK FOR BUILDING CONNECTIVE BRANDS; PART III: CRITICAL SUCCESS FACTORS FOR MAKING IT HAPPEN; CHAPTER 4: PRACTICAL APPLICATIONS - STAKEHOLDER ENGAGEMENT; CHAPTER 5: PRACTICAL APPLICATIONS - THE PROCESS OF ALIGNMENT; EPILOGUE - THE LAW OF THE SEVENTH GENERATION ?; INDEX
Sommario/riassunto	This book bridges the gap between strengthening the 'employee brand' and the building 'external brand image' by synthesizing the two approaches. The result is a blurring of the boundaries and assigning creative powers to both. A customer has a number of interactions with the company, and each of these interactions has an impact on the brand equity account - either positive or negative. Examples of interactions include: the product itself, the purchasing process, the consumption experience, the 'face' of the organization, the call center,

media etc. The real issue for the company is how to tran
