

1. Record Nr.	UNINA9910150188203321
Titolo	Advances in Corporate Branding // edited by John M. T. Balmer, Shaun M. Powell, Joachim Kernstock, Tim Oliver Brexendorf
Pubbl/distr/stampa	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2017
ISBN	9781352000085 1352000083
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XIII, 205 p.)
Collana	Journal of Brand Management: Advanced Collections
Disciplina	658.812
Soggetti	Customer relations - Management Strategic planning Leadership Industrial organization Customer Relationship Management Business Strategy and Leadership Organization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1 Introduction: Current state and future directions for research on corporate brand management -- Chapter 2 Explicating corporate brands and their management: Reflections and directions from 1995 -- Chapter 3 The importance of corporate brand personality traits to a successful 21st century business -- Chapter 4 Managing the franchised brand: The franchisees' perspective -- Chapter 5 Alliance brands: Building corporate brands through strategic alliances? -- Chapter 6 The role of internal branding in the delivery of employee brand promise -- Chapter 7 An integrated approach to corporate branding -- Chapter 8 Finding sources of brand value: Developing a stakeholder model of brand equity -- Chapter 9 The organic view of the brand: A brand value co-creation model -- Chapter 10 Corporate brand orientation: What is it? What of it? . .
Sommario/riassunto	This prestigious edited collection of articles from the Journal of Brand Management discusses the impact of research on our understanding of

corporate brand characteristics and corporate brand management to date. A wide range of topics are covered, including franchise brand management, co-creation of corporate brands, alliance brands, the role of internal branding in the delivery of employee brand promise, and the expansion into new approaches. *Advances in Corporate Branding* is essential reading for those undertaking a PhD programme or by upper level students looking for rigorous academic material on the subject and for scholars and discerning practitioners, acting as 'advanced introductions'.

---