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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'.

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