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| Descrizione fisica | 1 online resource (192 p.) |
| Collana | European Journal of Marketing ; ; 40, no. 9/10 |
| Altri autori (Persone) | WrightLen Tiu |
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| Soggetti | Consumers Marketing - Management Electronic books. |
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| Nota di contenuto | Cover; CONTENTS; EDITORIAL REVIEW BOARD; Guest editorial; Corporate marketing; Strong brands and corporate brands; Internal brand building and structuration: the role of leadership; The corporate brand association base; Corporate rebranding: destroying, transferring or creating brand equity?; The effect of corporate branding dimensions on consumers' product evaluation; Seven dimensions of corporate identity; The impact of organisational characteristics on corporate visual identity; A reflective approach to uncovering actual identity; The monarchy as a corporate brand; Book reviews |
| Sommario/riassunto | EJM has provided one of the principal platforms on the global stage relating to corporate marketing scholarship and associated areas. By revisiting past special editions of the EJM devoted to corporate-level concerns, a key aim of this e-book was to provide a platform whereby integrative approaches in corporate marketing research and scholarship can be highlighted. The majority of articles in this e-book focus on important concepts of corporate marketing and encompass corporate |

identity and the management of corporate brands, along with related
concepts like visual identity, corporate communic
