Record Nr. UNINA9910457717603321 Autore Jones John Philip Titolo What's in a name? : advertising and the concept of brands / / John Philip Jones and Jan S. Slater London;; New York:,: Routledge,, 2015 Pubbl/distr/stampa **ISBN** 1-315-69820-X 1-317-45215-1 1-280-91218-9 9786610912186 0-7656-2170-3 Edizione [2nd ed.] 1 online resource (334 p.) Descrizione fisica Altri autori (Persone) SlaterJan Disciplina 658.8/343 Soggetti Advertising Brand name products Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali First published 2003 by M.E. Sharpe. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Contents; List of Tables and Figures; Foreword: Advertising and Brand Planning: 1 Introduction: 2 Brands: What They Are and Why They Emerged; 3 Factors That Shape a Brand During Its Conception and Birth; 4 Factors That Shape a Brand During Its Growth and Maturity; 5 The Mature Brand and the Consumer: The Nature of Repeat-Buying Theory; 6 Advertising Research: A Digression on Recall; 7 How Advertising Influences Sales: 8 How Advertising Builds Brands: 9 Giving a Brand Legs: Brands as Collectible Entities: 10 The Contribution of Advertising Strategy to Brand Building 11 From Advertising Strategy to Advertising Campaign12 How to Develop and Expose Better Advertising; Index Sommario/riassunto This text analyzes brands from the point of view of modern marketing theory. It deals in detail with the role of advertising in creating, building and maintaining strong brands - the lifeblood of any long-term marketing campaign. Recommendations for developing better advertising are included.