

1. Record Nr.	UNINA9910459007803321
Titolo	Trademarks, brands and competitiveness // edited by Teresa da Silva Lopes and Paul Duguid
Pubbl/distr/stampa	New York : , : Routledge, , 2010
ISBN	1-135-17732-5 1-135-17733-3 1-282-57599-6 9786612575990 0-203-86198-1
Descrizione fisica	1 online resource (271 p.)
Collana	Routledge international studies in business history ; ; 19
Altri autori (Persone)	DuguidPaul <1954-> LopesTeresa da Silva <1968->
Disciplina	658.8/27 658.827
Soggetti	Brand name products - History Trademarks - History Commerce - History Competition Electronic books.
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	Book Cover; Title; Copyright; Contents; Tables; Figures; Preface; Introduction: Brands and Competitiveness; Part I Trademarks and National Competitiveness; 1 Reading Registrations: An Overview of 100 Years of Trademark Registrations in France, the United Kingdom, and the United States; 2 Export Performance and Reputation; 3 Trademarks and Performance in UK Firms; 4 Cobranding Product and Nation: Danish Modern Furniture and Denmark in the United States, 1940-1970; Part II Trademarks and the Law; 5 Trademarks and Infringement in Britain, c. 1875-c.1900; 6 Trademarks, Brands, and Competition Part III Building Brands7 Brands in Chains; 8 Turning Trademarks into Brands: How Advertising Agencies Practiced and Conceptualized Branding, 1890-1930; 9 Corporate Brand Building: Shell-Mex Ltd. in

the Interwar Period; 10 Unilever's (Other) Brand Wars: Retailers, Private Labels, and Struggles for Supremacy within Product Supply Chains; Contributors; Index

Sommario/riassunto

This book examines trademarks and brands, and their historical role in national competitive and comparative advantage and in overall economic growth. The contributors provide an historical account of the contribution of brands in consumer goods to economic growth; examine the development of trademark law, its influence on brand strategy, and reciprocally the influence of strategy on the law; and look at the building and repositioning of individual brands as example of the interplay of law and strategy. Brands and trademarks are usually discussed from the perspective of marketing. This
