

1. Record Nr.	UNINA9910459331203321
Titolo	Handbook of brand relationships // Deborah J. MacInnis, C. Whan Park, Joseph W. Priester, editors
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2015
ISBN	1-315-70388-2 1-317-46919-4 1-282-55483-2 9786612554834 0-7656-2648-9
Descrizione fisica	1 online resource (449 p.)
Collana	Advertising and Consumer Psychology
Altri autori (Persone)	MacInnisDeborah J ParkC. Whan PriesterJoseph W
Disciplina	658.8/27
Soggetti	Relationship marketing Brand choice Branding (Marketing) Customer relations Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Society for consumer psychology." First published 2009 by M.E. Sharpe.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Half-title; Title; Copyright; Contents; Introduction; PART I. Fundamental Issues in Brand Relationships; 1. Lessons Learned About Consumers' Relationships With Their Brands; 2. Using Relationship Norms to Understand Consumer-Brand Interactions; 3. Brand Loyalty is Not Habitual; PART II. Goals, Needs, and Motives That Foster Brand Relationships; 4. Self-Expansion Motivation and Inclusion of Brands in Self: Toward a Theory of Brand Relationships; 5. Why on Earth Do Consumers Have Relationships with Marketers: Toward Understanding the Functions of Brand Relationships 6. Self-Brand Connections: The Role of Reference Groups and Celebrity Endorsers in Creation of Brand Meaning; 7. When Brands are Build from

Within: A Social Identity Pathway to Liking and Evaluation; 8. Group-Based Brand Relationships and Persuasion: Multiple Roles for Identification and Identification Discrepancies; PART III. Brand Meaning and Meaning Makers; 9. Collective Brand Relationships; 10. Building Brand Relationships Through Corporate Social Responsibility; 11. Ethnicity, Race, and Brand Connections; 12. Cultural Value Dimensions and Brands: Can a Global Brand Image Exist? 13. Understanding Cultural Differences in Brand Extension Evaluation: The Influence of Analytic versus Holistic Thinking 14. Luxury Branding; PART IV. Psychological and Behavioral Effects of Strong Brand Relationships; 15. Attitudes as a Basis for Brand Relationships: The Roles of Elaboration, Metacognition, and Bias Correction; 16. Putting Context Effects in Context: The Construction and Retrieval as Moderated by Attitude Strength (CARMAS) Model of Evaluative Judgment; 17. The Connection-Prominence Attachment Model (CPAM): A Conceptual and Methodological Exploration of Brand Attachment 18. Love, Desire, and Identity: A Conditional Integration Theory of the Love of Things 19. Customer Coping in Response to Relationship Transgressions: An Attachment Theoretic Approach; PART V. Conclusions and Research Directions; 20. Research Directions on Strong Brand Relationships; About the Editors and Contributors; Name Index; Subject Index

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### Sommario/riassunto

Brand relationships are critical because they can enhance company profitability by lowering customer acquisition and retention costs. Featuring chapters by well-known marketing and psychology scholars, this is the first serious academic book to offer a psychological perspective on the meaning of and basis for brand relationships, as well as their effects.

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