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Collana	The Jossey-Bass business and management series
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Brand Relevance: Making Competitors Irrelevant; Contents; Preface; 1. Winning the Brand Relevance Battle; 2. Understanding Brand Relevance: Categorizing, Framing, Consideration, and Measurement; 3. Changing the Retail Landscape; 4. Market Dynamics in the Automobile Industry; 5. The Food Industry Adapts; 6. Finding New Concepts; 7. Evaluation; 8. Defining and Managing the Category or Subcategory; 9. Creating Barriers: Sustaining the Differentiation; 10. Gaining and Maintaining Relevance in the Face of Market Dynamics; 11. The Innovative Organization Epilogue: The Yin and Yang of the Relevance BattleNotes; Index
Sommario/riassunto	"Substantial market trends and transformational innovations are creating markets and making others irrelevant. The result is a major threat for nearly every business and a significant opportunity for a few. This book will be the first marketing strategy book to develop and leverage the concept of brand relevance. To remain relevant, a firm can create a new category or subcategory-- such as iPod, Cirque du Soleil, and eBay did-- where competitors are eliminated. Or a firm can

redefine an existing category or subcategory by creating or elevating an offering feature or characteristic--as Prius created a subcategory defined by gas mileage and technology, or Westin did with its Heavenly Bed. In either case, a firm can create or own a new business arena or submarket in which some or all competitors are not relevant. Instead of being the best, the goal is to be the only--making competitors irrelevant"--
