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Results; Study 3; Method; Results; Discussion; General Discussion; Notes; References; APPENDIX; Managing Brand Meaning through Celebrity Endorsement; Theoretical Development; Self-Brand Connections; Celebrity as Source of Meaning; Brand Symbolism; Study 1; Method; Participants; Procedure; Independent Variables; Dependent Variable; Manipulation Checks; Results; Manipulation Checks; Hypotheses 1 and 2; Hypothesis 3; Discussion of Results from Study 1 Self-Enhancement Motives Study 2; Method; Participants; Procedure; Independent and Dependent Variables; Manipulation Checks; Results; Manipulation Checks; Hypotheses Tests; Discussion of Results from Study 2; Conclusion; Notes; References; Brand Remixing: 3D Printing the Nokia Case; Brands: Private versus Communal Assets; The Rise of Remixing; Prior Research; The Impact of Remixing; The Nokia Case; 3D Printing Overview; Customizing the Lumia 820; Analysis of Remixing Activity by Users; Impact of Nokia's Remixing Initiative; Implications for Brand Management Thought and Practice Implications for Brand Scholars Implications for Brand Managers; Conclusion; Notes; References; Managing Cultural Equity: A Theoretical Framework for Building Iconic Brands in Globalized Markets; What is Cultural Equity?; Consumer Responses to Brands and Cultural Equity; Positive Cultural Equity of Iconic Brands; Negative Cultural Equity of Iconic Brands; Simultaneous Activation of Two Cultures (or Bicultural Priming); Evoking a Culture Defense Mindset; Salience of Intercultural Competition; Cultural Equity for Which Group?; The Building Blocks of Cultural Equity Country (or Region) of Origin Associations

Sommario/riassunto

Noted authors discuss how and why consumers identify with and become attached to brands and the challenges marketers face in creating and sustaining these states. Other meaning makers (e.g., celebrities, culture, consumers themselves) can facilitate or detract from the brand meanings marketers aim to create.
