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Autore	Biggs Barton <1932-2012.>
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Call; No Bull; The Elderly Kid Goes to a Tech Conference; Positive Change at the Margin Continues; Simpson Bowles Forever; Shake Well Before Using; This Business Is Getting More Complicated; Conclusion

Sommario/riassunto

Barton Biggs was a Wall Street legend, trusted by investors around the globe. Now, in his last book, Biggs offers savvy insights into the innermost workings of the markets-today and for the years to come. Packed with keen insights, global experiences, and opinionated stances on investing, *Diary of a Hedgehog: Biggs' Final Words on the Markets* explores the ongoing downward economic spiral and where it's headed, to help readers keep their money safe and secure. Offering a unique look at the current state of the markets, why they continue to be depressed, and where we can g

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Titolo

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Nota di contenuto

Chapter 1 Introduction: Current state and future directions for research

on corporate brand management -- Chapter 2 Explicating corporate brands and their management: Reflections and directions from 1995 -- Chapter 3 The importance of corporate brand personality traits to a successful 21st century business -- Chapter 4 Managing the franchised brand: The franchisees' perspective -- Chapter 5 Alliance brands: Building corporate brands through strategic alliances? -- Chapter 6 The role of internal branding in the delivery of employee brand promise -- Chapter 7 An integrated approach to corporate branding -- Chapter 8 Finding sources of brand value: Developing a stakeholder model of brand equity -- Chapter 9 The organic view of the brand: A brand value co-creation model -- Chapter 10 Corporate brand orientation: What is it? What of it? . .

Sommario/riassunto

This prestigious edited collection of articles from the Journal of Brand Management discusses the impact of research on our understanding of corporate brand characteristics and corporate brand management to date. A wide range of topics are covered, including franchise brand management, co-creation of corporate brands, alliance brands, the role of internal branding in the delivery of employee brand promise, and the expansion into new approaches. Advances in Corporate Branding is essential reading for those undertaking a PhD programme or by upper level students looking for rigorous academic material on the subject and for scholars and discerning practitioners, acting as 'advanced introductions'.
